

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, JUNE 30, 1909.

No. 13.



The Maximum



Buying Power of Money

For less than one-half a cent each you can send a page of advertising $9\frac{3}{8}$ inches wide by $14\frac{1}{4}$ inches high—printing size—through "The Delineator," directly into over 800,000 homes.

And for **less than a third of a cent** each you can send this same page of advertising through "The Trio" ("The Delineator," "The Designer" and "New Idea Woman's Magazine") directly into over One Million Four Hundred Thousand (1,400,000) homes.

Would this pay you?

Perhaps the 17,000 merchants who sell Butterick Magazines, **and goods advertised in them**, might tell you.

W. H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers



Short-Story "Comfort" for August

That Large Special Mid-Summer Number

The title page of which appears in miniature above, we strive to make particularly attractive to our readers as the fruitful seed of our early crop of new subscriptions. For experience has shown that

August Is a Good Month for Mail-Order Trade

both for COMFORT in subscription-getting, and for COMFORT'S advertisers in business-winning. With ample leisure in the mid-summer relaxation of strenuous toil, and predisposed by dog-days' sultry heat to sit in the shade and read COMFORT, our myriads of well-to-do subscribers will be delighted with our August number loaded with the kind of fiction that most interests them at this season. These advantages coupled with the fact that it is the last opportunity to secure space at our

Special Low Summer Rate of \$3.00 an Agate Line

make August Mid-Summer Short-Story COMFORT an unusually attractive advertising proposition.

Now is the time to experiment with a new or revised ad.; for if your ad. is right

It Is Sure to Pull in August COMFORT

Now, while you have time to revise again before our regular \$5.00 rate is in effect, —before the big fall business boom sure to come this year.

August forms close July 15. Send through any reliable agency, or direct to

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

W. H. GANNETT, Pub., Inc.
AUGUSTA, MAINE

Chicago Office: 1035 Marquette Bldg.
FRANK H. THOMAS, Representative

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1896.

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WORLD-WIDE SALES THROUGH MAIL-ORDER ADVERTISING.

DEALERS RELUCTANT TO HANDLE ARTICLE, SO THE MAILED WERE RESORTED TO WITH REMARKABLE SUCCESS—OLD-WORLD POTENTATES AND AMERICAN MILLIONAIRES AMONG CUSTOMERS—INTERESTING SIDE LIGHTS.

By Arthur K. Willyoung.

It's a far cry from the Crown Prince of Siam to the prosperous farmer of our own Middle West but that gives a fairly approximate idea of the wide extremities of demand successfully created for the Angle lamp by modern mail-order advertising. This lamp has many points in its favor as a lighting device, but its chief feature and the one which gives it its name is that its flame burns at almost a right angle, throwing the rays of light directly downward.

Before it became almost exclusively a mail-order proposition various attempts were made to market it through the regular trade channels and otherwise. These efforts met with more or less success—chiefly less—and in general the Angle lamp in its early days had a hard road to travel. Yet John U. and William M. Bauchelle, of New York, backers of the device, had implicit faith in its possibilities.

OBSTACLES.

What seemed to be almost insuperable obstacles confronted the new lamp almost from the outset. It came on the market at just about the time that the use of gas and electricity began to become general throughout the country and there was a very decided aversion on the part of dealers everywhere to handling it. This unfriendly trade attitude, moreover, was increased perceptibly by the fact that one extensively ex-

ploited kerosene lamp had just come to grief commercially and the trade clearly was in no mood for taking another chance.

Attempts to win over the dealers by the usual methods then in vogue, including a perfunctory use of a number of trade papers, were made but they amounted to very little. Then for a time the plan was adopted of demonstrating the lamp at country fairs held within a radius of a hundred miles of New York. This method of getting the public interested met with fair success. More important, the manufacturers, in demonstrating the lamp itself to the public, demonstrated to themselves what they had believed in all along—that their product had real salability.

AS A MAIL ORDER PROPOSITION.

Slow progress was made in the direction of making the lamp popular with consumers, however, until Austin Healey, an advertising man, got the Bauchelles to try the mail-order method of marketing it. This was ten years or so ago, about the time the modern magazine as it is known to-day, was beginning its real development. The first medium taken on was the *Century* and the replies that came in from the small space used proved so encouraging that other mediums were added.

"The most serious of all the problems we have to contend with in marketing our product," says Schuyler Tibbals, who has been the advertising manager for the Angle lamp since 1903, "is the difficulty of demonstrating its workings by mail. It's almost impossible, as anyone can readily understand, to illustrate light and its effects by means of direct description. Pictorial representation can be used to some extent and we have been able to get fair results in this way, but, after all, we are largely limited to the use of actual reading matter in giving a

About Colossal Circulation

DOES GIGANTIC CIRCULATION REALLY MEAN WHAT WE THINK IT MEANS? AREN'T WE SOMETIMES BLINDED BY MERE FIGURES? ISN'T IT BETTER TO USE PUBLICATIONS WHOSE QUALITY OF CIRCULATION IS KNOWN?

Much language is being spilled these days about quality of circulation. Every publication is sure that its circulation is 99 44-100 per cent. pure. Colossal circulations, too, some of 'em. Speaking of publications for adults now, of course.

How are you going to tell what sort of a reception your advertisement will get at the hands of Jim Jones, Eliza P. Spivvins, et al, subscribers to the average "adult publication"?

Guess.

What do their names represent on the subscription list?

Uncertainty.

* * *

The subscription list of *The American Boy* is composed solely of the names of boys and young men.

That is a guarantee that every copy goes into a *home*—a buying, consuming family circle, where there are young people—where there's "something doing." For—

—"Where there's a boy there's a family."

That much for quality.

* * *

No matter if a publication for adults had a billion circulation, you would still be in the dark so far as knowing what percentage of its copies went into family homes.

—*That much for Colossal Circulation.*

Don't let Enormous Circulation alone decide your Advertising Expenditure.

Consider first the *kind* of circulation and the *age* of the individual subscribers.

Tell your message to the Impressionable, Plastic and Retentive mind of the Youth of this Country—to the shortly Grownups.

You'll have a sympathetic audience if you do—one that is quick to act on your sales promotion suggestions.

You'll build Future Appreciation for your Proposition, and more—you do it on Present Profits—

For that's the experience of 'most every advertiser in *The American Boy*.

* * *

You, who may laugh at the possibilities of a Boys' and Young Men's Publication, know this—

One Advertiser secured a National distribution of his Product—the enthusiastic co-operation of his salesmen and his Dealers, and big monthly direct cash sales—with twelve months' advertising in *The American Boy* alone.

And, please note, his campaign didn't cost him a fortune either.

As a matter of fact, were we to tell you how small his advertising expenditure in *The American Boy* really was we would fear lest you would lose your appreciation for its value as an advertising proposition.

* * *

Give us an opportunity to tell you a few facts about *The American Boy* (we'll do it in writing—for we employ no advertising solicitors) and judge for yourself as to whether or not you think it would be a good medium for you to try.

Just drop us a line today and we'll reply promptly.

**THE
SPRAGUE PUBLICATION CO.**
J. COTNER, Jr., Sec. and Treas.
DETROIT, MICH.

and reading matter of the publication itself, and your success is likely to be very greatly modified for that very reason."

Only four women's magazines are now carrying the Angle lamp mail-order ads. They are *Good Housekeeping*, *Mothers' Magazine*, the *Housewife* and the *Ladies' World*. Some additions may be made to this list during the coming year.

Nearly a dozen general magazines, several of which make a specialty of mail-order publicity, are used practically the year around. They commonly carry quarter-page copy. This magazine list takes in *Munsey's*, *McClure's*, *Everybody's*, *Cosmopolitan*, *Red Book*, *Review of Reviews*, *People's Home Journal*, *Human Life*, *Literary Digest* and the *Circle Magazine*.

FARM JOURNALS GOOD.

The leading farm journals are one of the most prolific sources of replies to the Angle Company's ads, and through these the manufacturers have been able to put their lamps in many thousands of homes in the prosperous agricultural districts in every state and territory. The farm papers are used during the fall and winter months, when the farmers have time to read, and are likely to take kindly to a new lighting method if they happen to be dissatisfied with the one they have been using.

The list of farm papers used during 1908-09 was: *Farm Journal*, *Breeders' Gazette*, *National Stockman and Farmer*, *Ohio Farmer*, *Practical Farmer*, *Successful Farming*, *Wallace's Farmer*, *Agricultural Epitomist*, *Northwestern Agriculturist*, *Wisconsin Agriculturist*, *St. Paul Farmer*, *Farmer's Wife*, *Farm Press* and *Hoard's Dairyman*.

This fall a considerable increase will be made in the number of farm periodicals used. Two years ago a big list was used, but last season the number was materially cut down, and larger space was used in those papers which during 1906-07 had proved the best business getters.

"This was done as an experiment," says Mr. Tibbals, "and this fall we shall try another experiment—that of going into a larger list of farm papers than last year, and using moderate space in them. This will be a sort of compromise between the very large list of two years ago and the smaller-list and bigger-space idea of last year.

"Continual changing of conditions make endless experimentation vital to advertising success. I believe every advertiser ought to set aside at least 10 per cent of his annual appropriation for experimental purposes and if need be to charge it up to profit and loss. In the long run, he will gain by such a course, and gain heavily. That's the Angle lamp plan, and it pays."

Four letters, crowded with suggestive lamp talk, together with several attractive booklets, constitute the Angle lamp follow-up ammunition. Ten days after the catalogue—modestly described by Mr. Tibbals as of the "common or garden variety of catalogue"—has been sent, if the prospect has not been again heard from, he receives letter No. 1. The others go out at intervals of two weeks, and by the time the last letter has been received and digested by the lamp candidate, he's likely to be as well posted on the merits of the Angle product as anyone can be short of seeing it demonstrated before his own eyes."

A WORLD-WIDE SALE.

Angle lamps, as a result of their extensive mail-order advertising, are used in practically every civilized country in the world. Not only do they help to light the palace of the future monarch of far Siam, but they are to be found as well in the even more palatial homes of some of our best-known American families.

The Angle Manufacturing Company's experience shows that mail-order buyers are by no means confined to people of this country's so-called great middle class. The concern has sold its lamps by mail to the Carnegies and Goulds, and also to members of the families of former presidents.

Mr. Roosevelt's Editorials

appear exclusively in

The Outlook

Mr. Roosevelt's Editorial
in the July seventeenth
issue will be entitled

"Give Me Neither Poverty
Nor Riches."

The Outlook

New York

INTERESTING RESULTS OF AN INVESTIGATION.

MANUFACTURERS AND DEALERS OF CHICAGO DECLARE THAT HALF THE PIANOS SOLD AND A LARGE PROPORTION OF AUTOMOBILES ARE BOUGHT BY FARMERS—FACTS AND FIGURES OF VALUE TO ADVERTISERS.

By John M. Stahl,

Editor *Illinois Farmer & Farmer's Call*.

Some weeks ago I addressed a note to the manufacturers of and to the dealers in the best grades of pianos in Chicago. I selected the piano as the musical instrument about which to obtain evidence, as it is the most highly developed musical instrument in common use in the home. Without exception these manufacturers and dealers testified that one-half or more of their trade was among farmers and that farmers bought the better grade of instruments.

I obtained evidence also from the manufacturers and selling agents of automobiles and found that the best trade for automobiles up to \$3,000 in price was among farmers. All testified that the farmer is the best judge of an automobile and the most intelligent buyer and satisfactory owner.

He is using tens of thousands of gasoline engines on his farm, hence has no difficulty in operating the automobile, which, by the way, is hardly more delicate as to mechanism than the selfbinder. This machine cuts the grain, arranges the culms parallel, forms the grain into bundles all of the same size, makes the butts square, puts a string around each bundle, draws it tight and ties it into a hard knot, cuts the string and then throws the bundle aside. It does this, not fastened to a solid, concrete foundation, but while being pulled over uneven ground. And a farmer boy thirteen or fourteen years old operates this machine day after day and keeps it in order.

The people that buy the best grades of pianos and automobiles will buy everything else of solid merit that appeals to the intelli-

gent, progressive, prosperous man and his family.

PROSPEROUS FARM CONDITIONS.

The farmers are the only considerable class that were not hurt by the 1907 panic. Instead of being injured by that panic they have been benefited. The price of one or two important farm products dropped for a very short time, but the average price of farm products for 1907 was above that of 1906, and for 1908 was above that of 1907. Hence the farmer was not hurt, and he benefited by the lower prices for some things that he bought. The panic made him a larger net income.

The revised estimates of the Bureau of Statistics, Department of Agriculture, of the value of the wealth proposed by the farmers of the United States annually during this decade, are as follows:

| | |
|-----------|-----------------|
| 1900..... | \$5,017,000,000 |
| 1901..... | 5,317,000,000 |
| 1902..... | 5,617,000,000 |
| 1903..... | 5,917,000,000 |
| 1904..... | 6,159,000,000 |
| 1905..... | 6,309,000,000 |
| 1906..... | 6,755,000,000 |
| 1907..... | 7,488,000,000 |
| 1908..... | 7,848,000,000 |

It will be seen that the value of the products of our farms has steadily increased since the panic.

Also, that during the nine years of this decade the farmers of the United States have produced \$56,000,000,000 of wealth.

A PROGRESSIVE CLASS.

And it should be recognized that the farmer of the great agricultural states is a very intelligent and progressive man. Never before was any considerable class of any nation as thoroughly educated as the farmers of the United States.

The secretary of agriculture is at the head of one of the very greatest educational institutions and organizations the world has ever seen. The national department of agriculture commands the researches of the best investigators and the services of the most eminent scientists. It gathers information from all lands; and the information and knowledge gained by its own investigators and from all sources it sends out to farmers in millions of pamphlets every

year. No other class has such provisions for its education in its special work.

We have some fifty state agricultural experiment stations and some fifty state agricultural colleges, highly equipped and liberally supplied with funds by both nation and states, devoted to the education of farmers.

Each year there are held more than 1,000 agricultural fairs for the education of the farmer. Each year there are held nearly 3,500 farmers' institutes addressed by eminent investigators and scientists, who are devoting their time and knowledge to the problems of the farmers.

A larger per cent of farm population is found in our colleges and universities than of almost any other class.

The farmer to-day wants all the things that the most intelligent and progressive city man wants, and of all men the farmer has the money to buy what he wants.

350 FARM JOURNALS.

The farmers of the United States read more than 350 periodicals devoted specifically to agriculture or some of its departments.

The relation between the farm paper and its subscribers is in most cases very close indeed. The farmer looks on the editor of his favorite farm paper as almost a personal friend, and the editor is only too glad that this is the case. For some years I addressed farmers' institutes, Chautauqua assemblies, etc., and I had good facilities for observing the warm feeling of a farmer toward the editor of his farm paper.

Experience as an advertiser for twenty-nine years has shown me that the existence of such a feeling more than doubles the advertising potency of a periodical, and that it is of the utmost importance to consider it when placing advertising.

A great many farmers in the best agricultural states now read a daily paper, which is delivered to them each week day. I do not believe that the farmer is as great a reader of magazines as some people claim, although a great

many farmers read the best magazines. The man that advertises in the best magazines or in daily papers will get quite a little farm trade. But always the man that wants farm trade should first of all use the farm papers. Naturally enough the farmer reads very carefully the periodical especially devoted to his business.

In considering the farmer as a buyer, here is a point which should not be overlooked: By far the greater part of the income of city people must be spent for living—rent, food, clothing, etc., but of the income of farmers, who never credit the farm with rent or fuel, and who produce at home so much of the food that they consume, a large percentage may be used for those things not necessary to support life.

SCIENCE OF MERCHANDISING.

CENTRAL BRANCH THE YOUNG MEN'S
CHRISTIAN ASSOCIATION OF
PHILADELPHIA.

June 19, 1909.

Editor of PRINTERS' INK:

I am sure you will be interested in the fact that a course on the Science of Merchandising will be conducted by W. Percy Mills at the Central Branch Young Men's Christian Association of Philadelphia next Fall. Mr. Mills, as you probably know, is connected with the *Evening Bulletin*, was one of the active factors in the organization of the Poor Richard Club was for some time secretary of this club and for two years taught advertising at Temple College.

It seems to us that a combination of instruction in advertising and selling is in line with modern developments in the commercial world. Further we believe that there is more in these two subjects than merely advertising and selling. A knowledge of people and ability to write and speak clear and convincing English all enter into the science of merchandising.

In addition to courses in Commercial English, bookkeeping, commercial law and political economy, there will be instruction in the following branches:

1. Writing forcible copy with that true ring of human nature so essential in creating confidence in the minds of the readers—copy that will produce results.

2. The study of "Man and Merchandise"—applied psychology—the proper combination of "Mind and Matter." In both written and oral appeals for business this feature of the course is most important.

3. Practical examples of advertising campaigns will be worked out, thus emphasizing the theoretical side of publicity through illustrations from actual experience.

WM. O. EASTON.

ADVERTISING THAT DIDN'T MOVE DEALERS.

FIRM TRIED TO ENTHUSE THEM BY
A NATIONAL MAGAZINE CAMPAIGN
AND IN OTHER PRACTICAL WAYS,
BUT THEY HELD ALOOF—HOW THE
DIFFICULTY IS BEING HANDLED.

That it isn't always an easy thing to enthuse dealers about your proposition is a fact which has been brought home forcibly to the Progress Company, of Chicago.

This concern is the owner of an article called the "Knickerbocker Spraybrush" for use in the bath. It has all the ear-marks of a "good seller," and the company was doubtless justified in regarding it as something which every dealer in bath appliances should carry in stock. Accordingly, it proceeded to conduct a campaign to create a consumer demand, and also work up dealers to a high pitch of enthusiasm.

But the dealer proved to be the stumbling block. He failed to

fect the dealer; and second, to get inquiries asking for a booklet. I considered the copy exceptionally good. The results, however, were disappointing. The effect on the dealer was very little indeed; the inquiries were not near what they should have been.

"In February we followed up this campaign by using larger copy—full pages in the standard and 200 lines in the larger magazines, such as the *Ladies' Home Journal*. Again the effect on the dealers was very small, although we went after them just as strong as we knew how by means of effective circular matter and follow-up letters.

"In March we again followed this up by full pages in *Everybody's*, *Munsey's* and the other standard magazines, and did the same in April and May—all the time keeping after the dealer with our circular matter and regular campaign material.

"I must say we have found the dealer very hard. It may be that the Spraybrush is not a dealer's proposition. But, strange to say, where local advertising has been done—and we are doing some in connection with the national advertising—the results have been exceptionally good. The local advertising is done through the dealers. When we once get a dealer started, we furnish him with a set of electros and pay for a certain amount of advertising in his daily paper.

WENT AFTER AGENTS.

"Now, let me make a contrast. Just to find out what could be done, we spent a few hundred dollars in classified advertising, both in the standard magazines and in newspapers all over the country, asking for agents and special representatives. The result of this campaign has been exceptionally good, and the bulk of our sales so far has been from agents. As soon as we found out that the agents would take hold of the proposition, we followed them right up, and it is now our intention to allow our dealer campaign to simmer awhile, and spend a large part of our advertising money getting after the agent."



"The Bath Deluze"
For the Shampoo Delightful

My other brush for the shampoo is an expensive, effective and comfortable brush. The Knickerbocker Spraybrush is the latest and most perfect for bathing the body. It is made directly in the United States. It is made of rubber, steel, and glass. It is made in the United States. It is made in the United States. It is made in the United States.

Knickerbocker Spraybrush
is the ideal shampoo brush because its soft rubber teeth clean more deeply than the action of the finger tips when applied to the scalp. It is made of rubber, steel, and glass. It is made in the United States. It is made in the United States. It is made in the United States.

KNICKERBOCKER SPRAYBRUSH COPY No. 1 - Round
Selling for 10¢ in department stores. 100 copies each. 75¢
Selling for 10¢ in department stores. 100 copies each. 75¢
Selling for 10¢ in department stores. 100 copies each. 75¢

DEALERS IN Bath Appliances

enthuse. In fact, he exhibited a depressing indifference toward the proposition and declined to stock up to any material extent.

THE MAGAZINE ADVERTISING.

Here is the story of the campaign and of the method now being used to overcome the dealer handicap, as told PRINTERS' INK by Edward E. Beales, manager of the company:

"We started the Knickerbocker Spraybrush campaign in December, using quarter-page copy in the standard size magazines, and fifty-six-line copy in the larger magazines. The copy was illustrated, and our purpose was, first, to af-

The Average Advertiser

Who uses the agricultural press uses too many papers. His list is too long. There is quite a lot of dead wood in the farm paper field. Many so-called farm papers have not kept abreast of the times. They are still edited just as they were twenty years ago. The real, live, up-to-date farm paper is the best advertising proposition you can find. Cut out the dead ones and concentrate. Then you will get every dollar's worth of returns out of every dollar invested.

Some of the most successful advertisers have demonstrated that money spent in large space in a select list of agricultural papers is a far better money making proposition than smaller space and a large list.

The ORANGE JUDD TRIO

Have been extremely successful in demonstrating the fact that concentration in these mediums pays. Facts based on figures, if correct, are stubborn things. We have the facts to prove our assertions.

The Orange Judd Farmer with its 90,000 circulation covering the western states; American Agriculturist with 110,000 covering the middle states; and the New England Homestead with 50,000 covering the New England states are mighty factors in their respective sections. They give the advertiser 250,000 paid subscribers every week, and in nine cases out of ten will pay the advertiser better than a corresponding number of smaller papers with the same aggregate circulation.

In a recent four months, the Orange Judd Trio carried 81 full page advertisements. It will cost you only a postal card to receive further facts regarding successful advertisers, and if you will permit a personal interview our representative will call.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

HAS ADVERTISED FOR OVER FORTY YEARS.

CONCERN, WHICH, BEING PIONEER IN ITS LINE, HAD TO BLAZE ITS OWN PUBLICITY TRAIL—HAS ALWAYS USED MEDIUMS REACHING THE FARMERS—ALSO CONDUCTS EXTENSIVE MAGAZINE CAMPAIGNS.

The Detroit Stove Works, which uses as a catch line, "Largest Stove Plant in the World," has been advertising for over forty years, and spends annually from \$60,000 to \$100,000 on its campaigns.

At the time it started to make the name of "Jewel" famous in connection with stoves and ranges through the press, there were no other stoves being advertised to any considerable extent. It was, in fact, a brand-new proposition, and the company had no precedent to guide it in the adoption of methods and the solution of mediums.

WENT AFTER FARMERS.

After studying the problem thoroughly, it was decided that one of the most important fields of operation was the agricultural population. Accordingly, such publications of this class as were then available were put on the list, as well as local newspapers in all parts of the country.

The first year's campaign proved to be merely an entering wedge. The results, however, had been very satisfactory, the name "Jewel" had become known all over the land—in short, the trail had been blazed.

TOOK CARE OF DEALERS.

By the end of the first year there had been created a noticeable demand for "Jewel" stoves and ranges, and dealers throughout the United States were carrying them in stock.

The dealers, by the way, were objects of much solicitude on the part of the company from the start. The policy was to aid the dealer in every way, so that his good-will was quickly secured and retained.

The first campaign was followed

by another equally energetic, and from that time on the advertising of "Jewel" stoves and ranges was carried on persistently and vigorously. To-day the "Jewel" trademark is familiar in every section, while "Jewel" stoves are used in thousands of homes.

PRESENT-DAY METHODS.

At the present time the "Jewel" line is being exploited extensively through farm papers, magazines and newspapers. C. A. Eddy is the advertising manager, and he recently described to PRINTERS' INK the methods now being used.

"To begin with," said Mr. Eddy, "the methods we employ are those which years of experience have taught us are the most successful for reaching people who buy and use stoves.

"This season we are using full pages in a large number of the most prominent magazines to advertise the merits of 'Detroit Jewel' gas ranges. Next fall we will continue our policy of using large space in the prominent magazines and farm journals to reach the users of coal and wood stoves just at the season when they are contemplating buying.

"We keep an accurate record of replies received from magazine advertising, referring these inquiries to the dealers in the locality from which they are received, and at the same time send special information relative to 'Jewel' stoves, booklets, etc., to the prospective buyer. While we cannot trace the amount of business which comes from our magazine advertising, we are, however, convinced that this method is most important and essential to backing up our salesmen and successfully reaching buyers of stoves.

CO-OPERATION WITH DEALERS.

"To back up our advertising in the fall, we furnish dealers, at the beginning of the stove-selling season, with attractive window borders, which, being used at the time our advertisements are appearing, serve to localize this advertising and connect the dealer's name and store with our publicity.

There Can Be No Circulation But

ADVERTISING is to a newspaper what steam is to an engine. To procure a profitable and permanent advertising patronage it is necessary to produce suf-

The HEARST

It is crisp, accurate and prompt and is prepared for Morning, Evening and Sunday Newspapers. It is furnished at a price that you can afford to pay. It is

THE HEARST

200 William Street



Be No Better on Builder

what
are a
cising
e suf-
ficient business to justify the expenditure.
To accomplish this you must have a
good circulation. We know of no bet-
ter circulation builder than

ST News Service

and is
Sun-
at a
t is
as far in advance of the service fur-
nished by other news agencies as
Wright's Air Ship is ahead of Darius
Green's Flying Machine.

T NEWS SERVICE

❖ ❖ ❖ ❖ NEW YORK

HOW AN AD PRODUCED FREE PUBLICITY.

ONE RESULT WAS A NEWSPAPER STORY, WHICH WAS REPRINTED ON BOTH SIDES OF THE OCEAN, AND WAS SO MUCH FREE PUBLICITY FOR ADVERTISER.

By Lannes McPhetridge.

Printers' ink, when spread out in an advertisement in a good medium, sometimes strays out of the advertising columns of a popular periodical, takes on the disguise of real news, and in this form becomes a globe-trotter, cutting some queer capers as it goes. The Winona Technical Institute, a system of trade schools at Indianapolis, has records of an unusual experience in this direction. The institute carries on its advertising campaigns in the summer months, before school opens in the fall. In its first advertising campaign it spent \$5,000 with the popular ten-cent magazines, and received about 4,000 replies from all over the world.

While this first campaign was on, one of the magazines fell into the hands of Santiago Ros, eighteen or twenty years of age, who lived in Porto Rico. He was serving as an apprentice with a lithographic concern. He saw in the magazine an ad illustrating a department of lithography in the Indianapolis institution, the only school of lithography in North America, and young Ros became fired with a desire to get to Indianapolis, where he expected to find in the school wider opportunities for becoming a skilled lithographer.

Ros began to save, and when the necessary amount was on hand, he started for the land of the free to become a better lithographer and later a larger wage earner.

COLUMNS OF FREE ADVERTISING.

When Ros arrived unheralded at the Technical Institute one morning, several things happened. The ad took on a news value. The traveler had reached the institute with two dollars in his pocket, he knew very little English, his skin was dusky, and the ways of

the white people of America were strange to him. When he appeared before the institute authorities, with an empty pocket and a hungry stomach, the authorities "got busy."

The Indianapolis newspapers were telephoned the story of the youth from Porto Rico, and, through the story, the institute appealed for employment for Ros, a place where he could work in the early morning, late in the afternoon or at night, going to school to learn his trade during the other hours. He had to have a place to eat, a place to sleep, a place to work to pay for both. The newspaper story caused a jingle of the institute's telephones, and a half-dozen places were offered the boy from Porto Rico.

THE FREE AD ON ITS TRAVELS.

When Ros was settled at his schooling and his work, the newspaper story began its travels. It was reprinted from the Indianapolis papers by the *National Lithographer*, of New York. From this journal it was reprinted by the *Modern Lithographer*, of London. Then the far-reaching influence of the original ad in the magazine asserted itself again.

In Glasgow, Scotland, there is a lithographic concern which does a large export business with Calcutta, Canton and many cities of the Orient. The owner of the Glasgow plant died and left his business to two sons, neither of whom was a practical lithographer. One of these sons is James Steven, perhaps 22 years old. He read in the *Modern Lithographer* of the experiences of Santiago Ros in far-off America. If Ros could get to the school of lithography, and "get by" without money, what couldn't a young Scot do who had the means to pay his way?

Steven left the six-press plant in Glasgow in the charge of a brother, and struck out for Indianapolis. He completed the courses of special instruction in the school of lithography and graduated this spring.

The Technical Institute is convinced that it has received a good dividend on its ad.

THE TRUTH ABOUT IOWA FARM PAPER CIRCULATION

An advertising monthly journal widely recognized as an authentic text book on farm paper advertising, published in its April number a table showing the distribution of the circulation of the more prominent farm papers.

Using this table as a basis in connection with the rate cards and circulation statements of the different Iowa agricultural weekly papers, the startling fact is brought to light that the advertiser who desires to reach the wealthy Iowa farmer can do so **nearly 50% cheaper in the IOWA HOMESTEAD than in any other weekly agricultural paper.**

Below is shown a table of the three more prominent Iowa weekly farm papers, giving total circulation, Iowa circulation and cost per line per thousand for reaching Iowa subscribers.

| PUBLICATION | City. | Total circulation. | Circulation in Iowa. | Cost per line per 1,000 Iowa subscribers. |
|-------------------------|------------|--------------------|----------------------|---|
| IOWA HOMESTEAD | Des Moines | 100,000 | 60,006 | 2/3c |
| WALLACE'S FARMER | Des Moines | 50,000 | 25,000 | 1 1/5c |
| FARMERS' TRIBUNE | Sioux City | 50,811 | 13,719 | 1 1/2c |

One penny invested in the advertising columns of the Iowa Homestead reaches Iowa farm homes to the number of..... 1500

One penny invested in the advertising columns of Wallace's Farmer reaches Iowa farm homes to the number of..... 833

One penny invested in the advertising columns of the Farmers' Tribune reaches Iowa farm homes to the number of..... 685

The Iowa circulation of the IOWA HOMESTEAD numbers 21,281 subscribers in excess of the combined Iowa circulation of the two next largest Iowa weekly farm papers.

These figures prove conclusively that the state of Iowa cannot be covered effectively without the use of the IOWA HOMESTEAD.

THE IOWA HOMESTEAD is the only week'y agricultural paper published in Iowa having more than 50% of its circulation in the state of Iowa.

THE IOWA HOMESTEAD has more circulation in Iowa than any other weekly farm paper published in the state has in all the forty-six states of the Union combined.

The heavy centralization of the IOWA HOMESTEAD'S circulation in its own state is an endorsement by Iowa farmers of the superior editorial policy of the paper and at the same time a reason for its supremacy as an advertising medium.

Any advertiser can secure complete detailed statement of the IOWA HOMESTEAD circulation, or any other information he may desire, by addressing

THE IOWA HOMESTEAD

DES MOINES, IOWA

petition which is to be met in the business. The keen competition is the same both in and out of the farm papers.

Some of the most careful copy and effective argument is going into the farm papers for roofing.



SURETY BOND
HARD CASE HALL OF
CONGO ROOFING

Write for Free Booklet and see how we can help you. We are the only roofing company in the world that has a surety bond. This means we are guaranteed to do the work as advertised. We have been in business for over 20 years and have a reputation for doing the best work at the lowest cost. We are now offering a special discount to our customers. Write for our free booklet and see how we can help you.

UNITED ROOFING AND BPC. CO. 1000 Broadway, New York, N.Y.



Amateur Roofing

A Cure for Leaky Roofs

Don't you know how to fix a leaky roof? If you don't, you are losing money. We have a simple, easy-to-use method for fixing any leaky roof. We have been in business for over 20 years and have a reputation for doing the best work at the lowest cost. We are now offering a special discount to our customers. Write for our free booklet and see how we can help you.

UNITED ROOFING AND BPC. CO. 1000 Broadway, New York, N.Y.

One of the newcomers in the farm papers is Ruberoid, which is one of the oldest and best roofing materials advertised.

All of these roofing concerns have only within the last year or two come to realize how extensive



PAROID ROOFING

Write for Free Booklet and see how we can help you. We are the only roofing company in the world that has a surety bond. This means we are guaranteed to do the work as advertised. We have been in business for over 20 years and have a reputation for doing the best work at the lowest cost. We are now offering a special discount to our customers. Write for our free booklet and see how we can help you.

UNITED ROOFING AND BPC. CO. 1000 Broadway, New York, N.Y.



The Roof that Dealers Endorse

Write for Free Booklet and see how we can help you. We are the only roofing company in the world that has a surety bond. This means we are guaranteed to do the work as advertised. We have been in business for over 20 years and have a reputation for doing the best work at the lowest cost. We are now offering a special discount to our customers. Write for our free booklet and see how we can help you.

UNITED ROOFING AND BPC. CO. 1000 Broadway, New York, N.Y.

a field the farm trade is, and it is to be presumed that each of them is pretty well satisfied with farm papers' returns, since they continue to use large and prominent space.

"TIMES" ADS.

NEW YORK, June 23, 1909.

Editor of PRINTERS' INK:

I have been attracted by the advertisements of the New York Times appearing in PRINTERS' INK from time to time. They seem to me to be models of what a publication's own ads ought to be, giving succinct statements of facts and figures and impressing one with their honesty and sincerity. A feature which I consider commendable is the manner in which comparative gains are given. First come the Times' gains, then instead of mentioning by name its less fortunate contemporaries it simply refers to them as "second morning newspaper," "third morning newspaper," etc. This is by far the more dignified way.

L. A. ADAMS.

CHICAGO RECORD-HERALD

Advertising Gains for May, 1909

During the month just closed The Record-Herald published

1,261 COLUMNS

of display advertising, showing a gain over May, 1908, of

196 COLUMNS

In classified advertising The Record-Herald showed a gain in May, 1909, over May, 1908, of over

70 COLUMNS

During the first five months of 1909 The Record-Herald has gained in display advertising over the corresponding months of 1908 more than

936 COLUMNS

These gains cover all classifications of high-grade advertising. No get-rich-quick or otherwise undesirable advertising is accepted by

THE
CHICAGO RECORD-HERALD

A Unique Circulation

Bee-keepers include not only farmers but practically every class and every profession. The advertiser who reaches bee-keepers, therefore, has an audience that cannot be surpassed for buying power.

GLEANINGS IN BEE CULTURE

goes to 35,000 bee-keepers in all parts of the country—people who use every day all the modern necessities, conveniences and luxuries. Your ad in this medium will produce results.

The A. I. Root Co.
Medina, Ohio

News and Views

NEWSPAPER OWNER CONDUCTS ENTIRE TOWN'S BUSINESS.

In an attempt to prove that modern business methods such as are in vogue in the large cities can be made to greatly increase both the business and the profits of the merchants of small towns, W. J. Pilkington, editor of the *Merchants' Trade Journal*, of Des Moines, Iowa, is conducting an unusual experiment in Dexter, in that same state, which is being eagerly watched by business and advertising men of the whole country.

Every business house in Dexter, a place of 860 population, thirty-five miles from Des Moines and six miles from a town of more than 2,000 population, has been turned over to Mr. Pilkington's management for a period of seven months. At the end of that time the enterprising Iowa editor confidently predicts the little town will be doing double the amount of trade it has ever done heretofore.

An experienced man is on the ground as Mr. Pilkington's personal representative and by him business men are instructed as to what shall be bought, what kind of sales shall be held, etc. He writes all the advertising matter and plans every scheme and connerance for business building.

Reports of the progress of the enterprise, every expense in connection with which, except that for advertising, is borne by Mr. Pilkington, will be printed from month to month in the *Merchants' Trade Journal*.

Mr. Pilkington is also planning to hold in Des Moines, probably in the second week of August, a national convention of the *Trade Journal's* readers.

Orders have been placed with The Street Railway Company for car space in several large and small cities for Alfred Benjamin & Co., makers of "Benjamin Clothes." Sherman & Bryan, who handle the account, inform this campaign retailers of "Benjamin Clothes" were invited to state the medium each considered most helpful to his local needs. In making up the list for local advertising the retailer's reply governed to some extent the form of local advertising to be adopted by Alfred Benjamin & Co. Many specified street cars in preference to other forms of local advertising.

The publication of a person's photograph for advertising purposes without his permission cannot be made the basis of a lawsuit, according to a decision of the Supreme Court of Rhode Island by Chief Justice Dubois, in the case of James N. Henry vs. Cherry & Webb. The defendants published a photograph of Mr. Henry and a party of friends in an automobile as a means of advertis-

ing automobile coats. The case was certified from the Superior Court to the Supreme, which decided in the negative these questions:

"Has a person at common law a right designated as a right of privacy for the invasion of which an action for damages lies?"

"Is the unwarranted publication of a person's photograph for advertising purposes actionable at common law where the only injury alleged is that of mental suffering?"

A novel co-operative advertising plan has been devised in St. Louis, where about fifty retail grocers have joined in advertising each Sunday certain bargains which will be offered the next day by each individual dealer, the ads carrying the names of those who make the offerings. It is said the plan has considerably helped the trade of those who have adopted it.

The Texas-Louisiana Rice Growers' Association has entered into an extensive advertising campaign. Some weeks ago Secretary Groves of the association hit upon a plan of securing the consent of a number of merchants to sell Japanese rice at a given figure. The association then placed advertisements in the newspapers calling attention to the fact that numbers of merchants, giving the names of the merchants, had agreed to sell at a certain price, which was quite a reduction under the old prices.

It is stated that quite a large lot of Japanese rice was sold by this method. Mr. Groves states that there is quite a lot of Japanese rice on hand yet, but that the campaign will be kept up. The method, he states, has tended to greatly increase the consumption of rice. The rice at the figures advertised is as cheap as any other cereal, and, it is stated, it is better than any other cereal.

The Arizona *Gazette* of Phenix has purchased a lot 50 x 150 for \$15,000 in the very heart of Phenix, with the intention of erecting a modern newspaper plant within a very short time. Over \$6,000 has been spent by the *Gazette* within the last six months for new machinery, type, etc., which had to be added to take care of the business. As an illustration of growth the *Gazette* to-day is carrying more than three times the amount of advertising carried a year ago.

A rather pretentious booklet is that issued in the interests of the Russell Motor Cars by the Canada Cycle & Motor Company, West Toronto.

The cover design is embossed in brown and gold on a mustard color stock, and the whole booklet is enclosed in tissue.

Of course you'd rather
play golf than work
this kind of weather
but—

someone has to "keep in touch" with the men who are making up the Fall and Winter lists. Why not let Printers' Ink keep you in the advertiser's mind?

Printers' Ink will call on every advertiser this Summer—not only call on **but talk** to everyone you want business from this Fall and Winter.

You don't have to worry about stealing an afternoon for yourself if you keep Printers' Ink on the job.

Let us prepare some ads for you.

PRINTERS' INK PUBLISHING CO.

J. D. HAMPTON,
President

J. M. HOPKINS,
Manager

F. C. BLISS,
Adv. Manager

12 WEST 31st ST., NEW YORK

CHICAGO:
844 Tribune Bldg.
Wm. S. Grathwohl

BOSTON:
2 Beacon St.
Julius Mathews

ST. LOUIS:
Third Nat'l Bank Bldg.
A. D. McKinney

LONDON:
S. H. Benson, Ltd.
Kingsway Hall. W. C.

| | | |
|-----------------------------|-------|-------|
| Total | 6,378 | 3,216 |
| 22nd Street Station | 40 | 30 |
| and Congress | | |
| W. cor. 26th and Cottage | 56 | 10 |
| Grove | | |
| 22nd Street Station | No | No |
| papers | | |
| N. W. Cor. 16th & Mich. Ave | 100 | 50 |
| 12th Street Station | | |
| Could not get any account | | |
| Van Buren Station | 10 | No |
| Randolph Station— | | |
| Stand inside | 5 | 2 |
| Stand outside | 15 | 5 |
| Total | 2,866 | 1,875 |

| St. | Ex. | Tr. |
|-----------------|-----|-----|
| Stand outside | 200 | 70 |
| 30th Street | 30 | 55 |
| 31st Street | 55 | 55 |
| 32nd Street | 55 | 45 |
| 33rd Street | 45 | 45 |
| 34th and State | 40 | 45 |
| 35th and State | 40 | 45 |
| 36th and State | 40 | 45 |
| 37th and State | 40 | 45 |
| 38th and State | 40 | 45 |
| 39th and State | 40 | 45 |
| 40th and State | 40 | 45 |
| 41st and State | 40 | 45 |
| 42nd and State | 40 | 45 |
| 43rd and State | 40 | 45 |
| 44th and State | 40 | 45 |
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| 46th and State | 40 | 45 |
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| 91st and State | 40 | 45 |
| 92nd and State | 40 | 45 |
| 93rd and State | 40 | 45 |
| 94th and State | 40 | 45 |
| 95th and State | 40 | 45 |
| 96th and State | 40 | 45 |
| 97th and State | 40 | 45 |
| 98th and State | 40 | 45 |
| 99th and State | 40 | 45 |
| 100th and State | 40 | 45 |

| | Ex. | Tri. |
|---------------------------|-----------|------|
| South Chicago Depot. | 10 | 15 |
| 17th and Ontario | 10 | 15 |
| 17th Street Station | No papers | |
| 33rd Street Station | No papers | |
| 33rd Street Station | 455 | 352 |
| Cheltenham | 455 | 352 |
| Parkside Station. | 70 | 15 |
| 17th Street Station | 115 | 90 |
| 33rd Street Station | 200 | 140 |
| 33rd and Madison | 450 | 285 |
| 30th Street Station. | 50 | 70 |
| 9001 Washington-st. | 10 | 10 |
| 308 60th Street. | 10 | 18 |
| Cor. 60th and Washington. | 7 | 35 |

| | Ex. | Tri. |
|----------------------------------|-------|-------|
| 328 North Ave..... | 20 | 20 |
| 310 North Ave..... | 35 | 15 |
| Sedgwick St. Station..... | 140 | 65 |
| 344 North Ave..... | 65 | 20 |
| 389 North Ave..... | 50 | 25 |
| Schiller Station..... | 60 | 30 |
| Division St. Station..... | 185 | 60 |
| Division St. and Sedgwick..... | 30 | 35 |
| 294 Sedgwick St..... | 35 | 20 |
| Oak St. Station..... | 110 | 40 |
| 171 Oak St..... | 45 | 25 |
| 278 Orleans St..... | 25 | 35 |
| 265 Orleans St..... | 75 | 35 |
| Chicago Ave..... | 235 | 135 |
| Chicago Ave. and Orleans..... | 25 | 85 |
| 232 Chicago Ave..... | 75 | 40 |
| Kinzie St. Station..... | 45 | 20 |
| Wells and Kinzie, newsstand..... | 265 | 140 |
| Total..... | 6,971 | 3,438 |

| R T H W E S T E R N | | Ex. | Tri. |
|--------------------------------|-----|-----|------|
| Webster Ave. Station..... | 175 | 60 | |
| 237 Webster Ave..... | 60 | 35 | |
| 277 Webster Ave..... | 80 | 45 | |
| 218 Webster Ave..... | 45 | 25 | |
| Center St. Station..... | 250 | 165 | |
| 139 North Ave..... | 65 | 35 | |
| 116 North Ave..... | 45 | 20 | |
| 188 Shemeld Ave..... | 65 | 30 | |
| 128 Shemeld Ave..... | 40 | 15 | |
| Willow St. Station..... | 125 | 65 | |
| Stand outside..... | 85 | 35 | |
| 168 Willow St..... | 50 | 25 | |
| Halsted St. Station..... | 150 | 60 | |
| Halsted St. and North Ave..... | 200 | 75 | |
| 156 North Ave..... | 60 | 25 | |
| Larrabee St. Station..... | 140 | 80 | |
| Stand outside..... | 175 | 110 | |
| Larrabee and Halsted St. Sta. | 90 | 40 | |

| | Ex. | Tri. | No |
|-----------------------------|-----|------|----|
| Wilson Station | 660 | 610 | |
| Bennu Station | 50 | 45 | |
| Sheridan Station | 300 | 250 | |
| Store south of Sheridan | 50 | 40 | |
| Grace Street | 83 | 35 | |
| Stand east of Station | 175 | 100 | |
| Addison Station | 68 | 25 | |
| Clark Station | 205 | 60 | |
| Clark and Roscoe | 75 | 18 | |
| Belmont Station | 345 | 10 | |
| Store across street | 50 | 10 | |
| Wellington | 50 | 20 | |
| Stand outside of Station | 200 | 55 | |
| Diversey | 150 | N | |
| information | | | |
| Wrightwood Station | 225 | 35 | |
| Stand inside | 185 | 125 | |
| Wrightwood and Lincoln Aves | 150 | 65 | |
| Fullerton Ave. Station | 140 | 60 | |

NORTH WESTERN ..L

W. S. MacDonald being duly sworn, deposes and says that he is the Circulation Manager of the Chicago Examiner and that the actual number of Examiners delivered into the homes of Chicago, including Examiners handled by official carriers, carriers known as independent, and newsdealers who make a delivery, exceeds 90,000 copies per day.

W. S. MacDonald.

Subscribed and sworn to before me this 18th day of June, 1909.

H. M. CAMPBELL, Notary Public.

[SEAL.]

The above figures do more than settle the fact that the EXAMINER has greater circulation than the Tribune. They prove that it has a larger circulation in the city of Chicago, and that it is the only one which is sold in the city of Chicago. It is also long claimed as its own particular and exclusive clientele. The circulation of the CHICAGO DAILY EXAMINER alone is 165,253. Of these papers 135,000 are sold in Chicago, and of this city circulation of 90,000 copies—more than the combined city circulation of the Tribune and Record-Herald—are delivered to homes by carriers.

We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

**STREET RAILWAYS
ADVERTISING
COMPANY**

**Home Office: Flatiron Bldg.
NEW YORK**

**Western Office,
First Nat'l Bank Bldg.
Chicago**

**Pacific Coast Office,
Humboldt Bank Bldg.
San Francisco**

A CAMPAIGN TO RECOVER LOST PRESTIGE.

CASE WHERE CONSERVATIVE MANAGEMENT PROVED DISASTROUS—BARRED OUT OF MANY MEDIUMS, BUT STILL ABLE TO USE GOOD ONES — METHODS EMPLOYED IN THE "OLD PEPPER" CAMPAIGN.

One class of advertisers that is somewhat handicapped in the matter of mediums comprises the distillers. Many of the leading magazines—some of those having the largest circulations—refuse to accept advertisements of alcoholic beverages.

Mr. Jobber

Don't lay aside this book until you have read these first two pages. Right here and now we offer you a golden opportunity to lead all competition in your home town, or if you already lead, to strengthen that lead so that you will never lose it. If you cannot find the time to carefully consider the proposition outlined upon this, the next and the twenty-third pages of this book—lay it aside. You do yourself—and us—an injustice if you fail to mentally digest all we offer here before you pigeon-hole this book.

**20,000 new dealers say
this is the biggest profit bearing proposition
in the history of the Whiskey business**

We are spending over \$100,000—real money—this year in putting actual stimulus into the demand for Old James E. Pepper Whiskey.

On the following pages you will find strong statements from two of the biggest men in the advertising business—men whose combined salaries aggregate more than \$95,000 a year, and who are paid these big sums to definitely arouse the public mind.

Every one of these men has gone on record with the statement that our big expenditure is sure to create an

enormous demand for Old James E. Pepper Whiskey in your locality.

It is not possible that all are wrong! Over NINE MILLION—worth at it, 9,000,000!—people every month see and read the advertisements you see reproduced in this book.

A large number of them—at some times—see good whiskey.

Are you ready to pass up this certain demand?

Or, do you want the co-operation we offer, which will localize this advertising and send this trade to you?

PAGE FROM BOOKLET.

An extensive whiskey campaign now under way is that of the James E. Pepper Distilling Company, of Chicago and Lexington, Ky. This concern makes a brand known as "Old James E. Pepper" Whiskey, and it has succeeded in giving it widespread publicity.

This company is a regular user of full-page space in *Cosmopolitan*, *Red Book*, *Harper's Weekly*, *Life*, *Outing*, *Metropolitan*, *Strand*, *Pearson's*, *Smart Set*, *Illustrated Sunday Magazines*, *Lestie's Weekly*, *Puck*, *Judge*.

"Old James E. Pepper" Whiskey has been distilled for 128 years, is said to be the pioneer whiskey of America, and is favorably known all over the world. For some years a very conservative management of the company did not permit it to be advertised, and the result was that the famous old brand soon lost considerable of its prestige. Cut-price dealers sold it away below the price that would give a retailer a fair margin of profit. Everyone who knew whiskey knew this to be good whiskey, and cheap imitations were put out with the idea uppermost of killing the original. This latter was a result of a certain combination attempting to buy the trade-mark and failing to get it.

Finally, a more progressive régime was inaugurated, extensive advertising was taken up, and now it is declared that nearly all the imitators who offered cheap whiskey under similar-sounding names have been practically driven out of the field.

THE PEPPER ADS.

John H. Safford, who has charge of the preparation of advertising matter for the Pepper Company, tells PRINTERS' INK that the results of the campaign have been gratifying to all concerned, and that the old-time prestige of Pepper has been regained.

"In the preparation of the ads," he said, "we have made it a point to employ only the highest grade of art work, and to use only the best half-tones that money would buy.

"In each advertisement that has appeared we have incorporated a mail-order clause, not for the purpose of getting mail orders, but (first) so that by stating the price at which James E. Pepper is sold we may establish the same and thus help the distributor to maintain it; and (second) so that we would have a leverage on the distributor by referring these orders to him.

"In every instance the Pepper company sends mail orders, together with a check for the full retail price received to a local distributor, and the orders are filled

only through the local sources of supply.

"We are constantly developing new ways of forcing a knowledge of the extensive Pepper advertis-

ing of inserting which is borne entirely by the Pepper company. These advertisements are used in the distributor's local papers.

OTHER METHODS.

"The Pepper company also uses posters where it is considered advisable, and have very recently started out on a 'farm fence' campaign. To retail dealers the jobber is permitted to give flashing signs, cut-glass decanters, etc.

"The Pepper company does not strictly gauge the amount of advertising it does in a section by the volume of business handled by the distributor of the goods. If a desirable market is to be had with the judicious expenditure of money in advertising, this company has sufficient faith in advertising as a business-making proposition to go in and get the business, irrespective of whether the local dealer has ten or one thousand barrels of 'Pepper' on hand."



**To be sure of getting real
"Old Pepper" Whiskey famil-
iarize yourself with this label**

The Pepper Whiskey has been continuously distilled for over 125 years.

It is recognized as the World's Best Whiskey produced in Kentucky.

As you realize Old Pepper Whiskey country is at its best.

It is the best whiskey known in these days and it is the best whiskey known today.

It is the best whiskey known in these days and it is the best whiskey known today.

How to Get the Genuine

As you see the label, it is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

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It is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

It is the genuine Old Pepper Whiskey.

Here's the Secret!

Old James E. Pepper Whiskey is the secret.

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A MAGAZINE AD.

ing upon the dealer. We regularly send out novel booklets, folders, return letters, each of which contain a coupon, which, if filled out and returned, will give the sales manager invaluable insight into trade conditions in the section from which the return card comes.

"The fact is that we have followed these distributors up so closely and so systematically that they now begin to look for the next piece of Pepper literature, and the Pepper company has a great number of dealers who never neglect the opportunity to send in the coupons, stating the condition of trade.

"We attribute a great deal of the success which we have had from direct literature to the fact that this campaign has been systematic and persistent. We have a regular day, every so often, to send out this matter, and we do it year in and year out.

"Then, we offer the distributor a series of what we call 'localizing advertisements,' the expense



Kentucky's Pioneers

No. 1.—Davy Crockett.

The name of Davy Crockett is almost a synonym for rugged courage and honesty.

He cleared the way thru virgin forests—he prophesied the future of fair Kentucky—he left after him a good name, the love of good men, the respect of mankind.

Old Daniel Pepper, a son of the noble, old Colpepper family, as many as 125 years ago first found the secret of distilling Old Pepper Whiskey. His left a heritage to his successors scarcely less famous and fully as honorable.

America's Pioneer Whiskey

There is but one pioneer whiskey—although there are many famous Kentucky pioneers. For 127 years

Old James E. Pepper has stood for all that was good and honorable in distilling. No man can make better whiskey—very few try to make it so good. It is smooth, ripe, mellow and well-aged—the kind you so seldom get but always remember with pleasure once you do.

Absolute Purity

The absolute purity of Old James E. Pepper whiskey is what made it famous. Aged in clean white oak casks—bottled in bond at the distillery—it never touches an impurity. Made right—aged right—bottled right, it is beyond comparison with any brand offered today.

Caution!

Unscrupulous whiskey renders who make a practice of trying upon the unfortunates, put out many life imitations under the name "Pepper." If you want real, fine, old bottled in bond whiskey, please be sure to ask for Old James E. Pepper and not merely Pepper Whiskey. Once you try the genuine you will never use anything else.

Special Offer to YOU!

If you live in a section where liquors are not sold, or if after inquiry of your dealer you cannot be supplied, write to us direct and we will see that your order is filled. We want you to have an opportunity to taste Old James E. Pepper Whiskey and will send you, prepaid:

1 Full gallon bottled in bond—your full gallon bottle or a full dozen's 6.00

or 12 full quart bottles 1 year old—bottled in bond, prepaid in plain 12.00

We guarantee safe delivery and perfect satisfaction or money back—immediately.

Old James E. Pepper Distillery Co., 188 Franklin Park, Lexington, Ky., or 404 Market St., Chicago, or 180 West Street, New York City.

N. B.—It is to be remembered that Old James E. Pepper was the first whiskey ever bottled in glass.

Old James E. Pepper Whiskey

Bottled in Bond

A NEWSPAPER AD.

A COMPLETE STORY BY WIRE

Form 1864

THE WESTERN UNION TELEGRAPH COMPANY.
 INCORPORATED
24,000 OFFICES IN AMERICA. CABLE SERVICE TO ALL THE WORLD.

The Company transmits and delivers messages only on conditions limiting liability, which have been accepted by the sender of the following messages. In transmission or delivery of Unrepeated Messages, beyond the amount of tolls paid thereon, we in any case where the claim is not presented in writing within sixty days after the date of the transmission of the message, will not be held responsible. This is an UNREPEATED MESSAGE.

ROBERT C. CLOWRY, President and General Manager.

RECEIVED

528 on 14 7p 30 paid

4 extra

164 Washington St. Chicago. Tel. Main 4254.

V New York June 21-08

Ben Leven Nichols Adv. Agency, 85 Dearborn St., Chicago.

Chicago sales on thermos have doubled since you took charge
 our advertising have decided to place advertising for United States
 in your hands exclusively send representative.

American Thermos Bottle Co,

F. B. Walker President

1045 am

This telegram records the sixth National advertising success that we have helped to make.

In your office—or ours—we are always ready to explain our methods.

BEN LEVEN-NICHOLS ADV. CO.

85 DEARBORN ST. (Chemical Bldg.) 527 FIFTH AVE. (Day and Night Bank Bldg.)
 CHICAGO NEW YORK

Pointed and Pertinent

After reading the conflicting views of Lambin and Woolston published in the June 16th issue of *PRINTERS' INK* on the Rock Island railroad ads, John Collins Owers, of Mattapoisett, Mass., developed a great thought which he instantly forwarded to this journal.

"Mr. Woolston doesn't need to get so excited over the particular style of type or lettering used in these ads," says the Bay State philosopher. "But since he fails to see the reason for it, I feel moved to set his mind at rest by favoring him with the real and only explanation. I'll admit that when I first saw these ads I was somewhat puzzled myself. The peculiar letters seemed to suggest something, but for a short time I couldn't figure out what it was to save my life. Finally, by a process of astute reasoning I arrived at the answer. The letters are beautifully curved. Further, Mr. Lambin tells us that the idea of his advertising is to connect the Rock Island and the Rockies so intimately that when a person thinks of the Rocky Mountains he will also think of the Rock Island road. Now, what is the connection between the curved letters and the Rocky Mountains? What is there about the Rockies that is curved? Having reached this point the rest is a mere matter of knowing natural history, and it only took me a few seconds to see with the clear idea of reason that the Rock Island style of lettering was adopted for the purpose of suggesting the curved horns of the Rocky Mountain goat! Mr. Woolston should now be able to understand just how brilliant and far-reaching is the idea on which the Rock Island advertising is based."

"I attended the N. W. Ayer & Son anniversary banquet in Philadelphia a few weeks ago," said the advertising manager of a prominent periodical, "and chanced to overhear a scrap of conversation which hit me right on the funny bone.

"F. W. Ayer had made his little speech on the history and policy of his firm, in the course of which he spoke touchingly of its efforts to handle only the highest grade and cleanest kind of advertising. One point he made was that the house of Ayer had never placed a line of liquor advertising. After the applause had died down at the conclusion of Mr. Ayer's address, there floated to my ears from a group of Ayer employees near me a gentle feminine voice.

"Surely Mr. Ayer must be mistaken," the young woman was saying.

"About what?" asked her companion.

"Why, about the agency never having placed liquor advertising," she replied.

"I remember distinctly seeing only a few days ago among the orders that went out a big advertisement for gin."

"You must have read it wrong," her

companion protested. "We're not handling a gin account."

"Oh, but I saw it myself," persisted the young woman.

"Well, what was the name of the brand?"

"Let me see," and the young woman puckered her brows thoughtfully. "Oh, yes! I remember now. It was called Cotton Gin!"

Up to the hour of going to press no steps have been taken by the anti-gambling crusaders to do things to the Goodrich tire people as a result of their recent advice to the public regarding the best place to gamble.

In the June issues of the magazine the Goodrich Company reproduced a picture of the Monte Carlo joint, occupying more than half a page. Underneath was this text:

If You Want To Gamble

don't gamble with automobile tires; you don't get a long enough run for your money, and it's risky. If you must gamble

Go To Monte Carlo

but buy tires of known value, with a record for safety and endurance. "Tire Luck" is simply a matter of getting tires with the best record for service, and giving them reasonable care. If scientific construction is "luck"—if the toughest known materials are "luck" and if the best record is "luck" then

GOODRICH TIRES

are lucky tires—and those who use them have a remarkable unanimity of lucky experiences. (Goodrich Tires have a habit of coming out ahead in every important contest of endurance. Send for their interesting 1908 record, illustrated.)

The B. F. Goodrich Co., Akron, Ohio.
Branches in All Large Cities.

"We Do Not Gamble With Our Reputation"

The problem that comes up for solution is: Will the people who gaze on the picture and read the text make a bet for Monte Carlo, or rush off to the dealers for a set of Goodrich tires? In other words: Who really gets the benefit of the advertisement? Or does anybody?

Hon. W. H. Gannett, publisher of that big-circulation mail-order monthly, *Comfort*, recently went up in a balloon. No; this has nothing whatever to do with the inflation of circulation figures. It was a real balloon and Mr. Gannett actually took a sky-trip in it. The balloon didn't wear any blankets advertising *Comfort*, or anything of that sort, either. Mr. Gannett ascended for about a mile, and when he hit the earth again he had this to say:

"I am always sea-sick on shipboard when the water is the least bit rough;

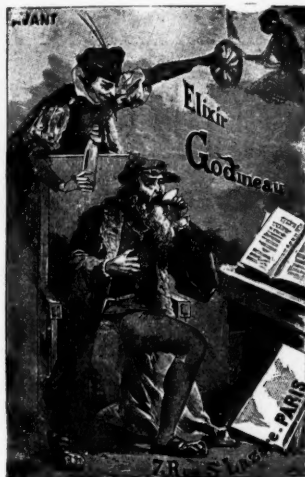
cannot ride backward in any conveyance without being ill or car sick. I have never been able to swing, cannot waltz or even look through field glasses without being dizzy, and am not able to stand on a high building without getting giddy or weak in the knees, and yet I find I am able to sail as high as five thousand feet in the sky, looking up or down or away in the distance with only the most natural and agreeable sensations."

Here we have the true explanation of the fact that Mr. Gannett is also able to look down from the dizzy eminence of a million circulation without losing his nerve.

"An Invalid" sends to PRINTERS' INK a piece of French advertising literature

to buy a bottle of the Elixir. My sister telegraphed to me the next day: 'Mother is much better.' I returned home three days later. My heart was beating wildly. I feared lest I should find the poor old lady dead. 'Your mother has gone out,' said the servant. I could not believe what I heard. Yet it was quite true. My mother soon made her appearance. Strength had returned and with it the use of all her limbs had been restored to her. Truly this was a resurrection."

How's that for a testimonial. You can't touch it! But let us look further. See the "before and after" masterpieces exhibited on this page? They're from the same booklet! No American advertiser, with all his bravado, has ever dared anything like this. After all, we poor ad-chumps in this benighted land



BEFORE



AFTER

with the observation that "whether this is typical of their advertising matter in general I can't say, but the article itself certainly has our patent medicines and tonics beaten to a frazzle."

This is putting it very mildly. As a matter of fact, compared with Monsieur Godineau, who makes the "elixir" bearing his name, our nostrum makers are nothing but a bunch of fakers.

One of the features of the booklet is a little story entitled "A Paris Miracle," alleged to have been clipped from the *Figaro*. The story is told by the son of the "resurrection" heroine. Says he: "My mother is 70 years of age. She had grown so weak that all hope was lost. Paralysis had set in and her memory was almost gone. I was traveling, in great sorrow, to Boulogne, where I had to play that night, when I saw in the papers that the ELIXIR GODINEAU was a sovereign remedy in cases of feebleness of the organic system. I sent my sister in Paris a telegram telling her

aren't such very great fakes when it comes to that dare-devil advertising.

Elizabeth Peck, who says she never uses whiskey or any other spirituous liquor, recently had her picture printed, without her knowledge or consent, as part of a large whiskey advertisement in a Chicago newspaper. The picture was labeled with another name and the lady was made to pay "an eloquent tribute to the great invigorating, life-giving and curative properties" of the whiskey. Elizabeth at once got busy. She sued for libel and her action has been sustained by the United States Supreme Court. If this sort of thing keeps up the poor, downtrodden advertiser will soon be in a continual condition of collapse, never knowing just when somebody is going to collar him for the invasion of personal rights and yank him before a stern, unsympathetic tribunal.

To Increase Circulation of Daily Newspapers

I have done successful circulation promotion work on some of the most important daily newspapers in America, papers running into hundreds and thousands of daily circulation—and I have also met with equal success on smaller papers, down to local dailies of 5,000 to 10,000 daily circulation.

My campaigns cover various periods of time depending on the situation. I take much of the risk myself, because I have made a life study of circulation work and know its possibilities.

I do not undertake a campaign unless my preliminary investigation convinces me that I can carry the campaign to success. Sometimes politics and geographical situation and other influences restrict circulation possibilities.

Oftentimes, however, owing to the years of study I have given this problem, I find circulation possibilities where the publisher does not see them.

Our circulation campaigns are usually booked in advance, and we cannot always give immediate attention to an application.

Address Manager Circulation
Promotion Department,

**THE JULIUS MATHEWS
SPECIAL AGENCY**

BEACON ST., BOSTON, MASS

Established 1894

Communications to this Department are strictly confidential.

PROPER USE OF THE RETURN COUPON.

ADVERTISERS IN FARM AND MAIL-ORDER JOURNALS FIND IT AN AID IN GETTING INQUIRIES—LOCATION ON PAGE AN IMPORTANT CONSIDERATION—A FEW SPECIMENS.

By Theron Crowningshield.

Of the many "fads" that have had their time in the advertising world few have held on so long as the return coupon. While it is not seen so often to-day as it was a few months ago, yet, judging by the character of the advertisers

GREATEST Separator Offer!

No Money Down!

FREE TRIAL

FREE CATALOG

Storage "AA" Portland Cement

Paraffine Keeps Butter Tubs Sweet

Pure Refined PARAFFINE

The Green Safety Lamp

GLOSS-OLITE

Atlas Portland Cement

No. 1.

using it, it has become a permanent feature of certain kinds of farm and mail-order paper advertisements. Many of these users regard the coupon as necessary to a well-designed advertisement that seeks to develop inquiries as is the return envelope to a circular letter series.

The value of the coupon, of course, lies in the easy means which it provides for answering the invitation to "do it now." There's no delay for lack of paper at hand, no mistaking the address, no trouble or bother of any kind!

HOW TO USE COUPON.

As with everything else, however, there's a right and a wrong way of using the coupon, and most users seem to be unusually successful in hitting upon the wrong way. People do not, as a rule, like to tear out a whole page from their journal in order to

Do You Need Effective Illustrations? Write to the Illustration Service Bureau of Doubleday, Page & Company

THE newest departure in publishing is the establishment by Doubleday, Page & Company of an Illustration Service Bureau for advertisers and publishers. The 60,000 prints in the files of the firm, consisting of nature pictures, industrial, agricultural, sporting and landscape photographs, have been collected for "Country Life in America," "The World's Work" and "The Garden Magazine;" many of these have never been used.

IN ADDITION the company has recently effected an arrangement by which fully 1,000,000 prints are now available. These cover every conceivable subject that can be of interest to advertisers and to users of photographic material.

**We are now
"At Your Service"**

These prints we will Sell Outright or Loan. Will you let us hear from you, specifying the subjects which interest you? We will gladly send you our list and prices, with samples of the best obtainable prints for your burpse.

**ILLUSTRATION SERVICE BUREAU
OF
DOUBLEDAY, PAGE & CO.
133 East 16th St., New York City**

FRIDAY JUNE 10 1960
YOU SMOKE GRADUATE TICKS.
Small Print on Average Fares Will
Pay to Have Train for Regular
Dining

The external perception of identity was not very consistent nor difficult to assess. Most of the time, the children were asked about the number of children in their class. Each of the children's views from this and truth table of children are not very different from each other and

There is a sociological trend and some focus in our studies from the perspective, clearly from the range of focus are more intelligent but are more easily dispersed of the answers of their interpretation of the question. In the whole path of new parents, after the release of the year, the teacher and classroom teacher is not very clear about the number of children in their class. If there is an individual teacher of little they may vary both the above and the number from interest to therefore behaviour of, from drawing to simply not, but

[illegible][illegible]

THE AMERICAN STRIKEWAVE

[illegible]

The sheep should be examined every two weeks in the summer and in the fall before moving into pastures should be run three or four times. There is no point in it as he is easily frightened by men and his owner too much to let the man who has sheep guard the pastures if he knows the sheep from his father.

**DEMANDS FOR WOOL EXPOSE
AVAILABLE SUPPLY**
Suburban dwellers at Chicago, Ill., in the following chapter in the
series.

Though there are more the wool
in a more rural and, from
medium than in the suburbs. To
the milk, wool, and other products for
small stocks of wool, the wool

Fig. 11-2 "Control"
Force and Spraying Power

5. *Illustrate this principle in the home. An illustration of unity in work is that a person is not a member of a church.*

throughout the century almost none of life is life higher than last year.

We are living in our time on the mountain as they were with the same power, but at a price which, while it is in contrast with last year's to make it better the prevailing notion. We know it or even make reference to a great proportion, but with the market in a constant state it is a needless accident.

We are now having a ready-made in good modern work and the same manufacturing are not only as good as in golden age as before, but should not be able to attract those who are in the market. It is true, but you are doing nothing to make of last or much money, and are doing nothing to be able to sell your

With the manufacturing hungry to meet the heavy new shipping industry, there are a lot of opportunities. We are especially excited to provide you with friends and should you stay in the area that assisted that event, all-around will be great, you."

FELDER'S MUSTING
Cameo Wre Dressy

SUPPLIES FOR THE
Human and Fruit Grower
to make a variety of food items

and another has explained this trend in the following manner. Since most of the new, big, modern movie houses are located in the suburbs, the audience is more likely to be white-collar than blue-collar. The latter is more likely to be in the habit of going to the neighborhood picture house.

"Pinks" and "Red Spots" Stick Deep

It is true, when asked what are the chances of the new picture houses, that the picture men are more optimistic about the situation in Los Angeles, San Francisco, New York and Chicago. In Los Angeles, for example, the picture men are optimistic because the picture business is so important to the city. In New York, the picture men are optimistic because the picture business is so important to the city. In Chicago, the picture men are optimistic because the picture business is so important to the city.

Picture Men See Future in New Houses

Picture men are optimistic about the future of the picture business. They believe that the picture business will continue to grow and that the picture men will continue to be successful. They believe that the picture business will continue to grow and that the picture men will continue to be successful.

Picture Men See Future in New Houses

Picture men are optimistic about the future of the picture business. They believe that the picture business will continue to grow and that the picture men will continue to be successful. They believe that the picture business will continue to grow and that the picture men will continue to be successful.

No. 2.

answer an advertisement, and to detach most coupons without mutilating the page almost beyond recognition is more trouble than to get another sheet of paper. For, if the object of the coupon is to facilitate the answering of the ad, it is obvious that it should be as easily detached as possible.

There can be no question but that the best position as far as ease of detaching, at least, is concerned, is in the upper or lower open corner of the page. It can be torn off or cut off without any inconvenience whatever, and, fur-

thermore, it is quite as prominent as the ad itself.

Another thing in favor of the corner coupon is the margin which surrounds it on two sides. The coupon, of course, should be

keying should not be too evident. This is a small thing, perhaps; but, in view of the fact that people often hesitate to admit where they see an ad, it deserves some attention, and especially when there are better ways of doing it. For instance, when I use a coupon in the *Woman's Farm Journal*, instead of keying it openly "Mar., W. F. J.," I use this form: "March.....1909." In *Comfort*, I use this: "Mar.....1909," etc., varying it indefinitely.

Of the examples shown here, No. 1 is the poorest form of coupon, necessitating an inconvenient cut in the body of the paper, in addition to which it appeared on a right-hand page next the inner margin.

No. 2 is in a better location, being at the lower outside corner of the ad; but, as it is square, it requires three cuts to detach it.

No. 3 shows poor location of



No. 3.

large enough for the name and address to be written plainly. Many of them are so small that this is almost impossible with a name of more than average length and the coupon thus defeats its own purpose. A corner coupon, therefore, need give but about half as much space for the name and address as a coupon embedded in the body of the ad; in the one case the margin helps out; in the other it cannot.

COUPON AS A KEY.

There is probably no method of keying so satisfactory as the return coupon. That class of advertisers which is most sincere in its follow-up system—the correspondence school—is also the largest user of the coupon. But the coupon is supposed (by the reader) to have but one object for existence—to accommodate him in answering the ad; therefore, the



No. 4.

a corner coupon, which is printed next the inside margin, and cannot, therefore, be easily cut out.

No. 4 shows the correct use of a corner coupon—outside corner of the page, where it can be cut off with one stroke of the shears.

1,000% Increase

A circulation that is open to investigation by advertisers and advertising agents is a *safe* circulation.

The Association of American Advertisers has completed an investigation of the circulation of

Paris Modes

and its findings show a remarkable condition of rapid growth. Here are the Association's figures for one year:

| | | |
|------------|--------------|-----------------------|
| July, | 1908, 40,000 | January, 1909, 80,000 |
| August, | " 40,000 | February, " 125,000 |
| September, | " 40,000 | March, " 115,000 |
| October, | " 65,000 | April, " 125,000 |
| November, | " 75,000 | May, " 125,000 |
| December, | " 75,000 | June, " 135,000 |

Going a little further back and a little further forward, the comparison is still more striking.

| | |
|--|---|
| The October, 1907, issue of PARIS MODES was | The July, 1909, issue of PARIS MODES was |
| 15,000 | 150,000 |

The July, 1909, issue was exhausted June 17th

PARIS MODES is gaining in *paid-in-advance* yearly subscriptions at the rate of from 15,000 to 20,000 a month, and will have a *guaranteed* circulation of 200,000 by September 1, 1909.

Beginning with October 1, 1909, the advertising rate of PARIS MODES will be increased to \$1 a line to conform with the increase in circulation.

Advertisers have the option of contracting for space before October 1st, 1909, at the present rate of 50 cents a line, until October 1st, 1910. Contracts must be made before October 1st, 1909 to insure the 50 cent rate. Open space reservation will not be considered.

Write for a copy of the complete report on PARIS MODES made by the Association of American Advertisers.

The Paris Modes Company

36-44 West 24th Street, New York



REPRODUCTION OF
THE YOUTH'S COMPANION COVER
FOURTH OF JULY NUMBER, 1909

The Youth's Companion

"The National Family Weekly"

A JOURNAL OF IDEALS AND
ENTERTAINMENT FOR
THE AMERICAN
FAMILY



HEREVER you find *The Youth's Companion* there you find the family. Over 95 per cent. of *The Companion's* circulation is yearly, subscribers receiving the paper each week of the year. *All the family reads it.* Think what an impression can be made in over half a million such homes—a journal of quality—an immense audience of the best families!



PERRY MASON COMPANY, *Publishers*
BOSTON, MASSACHUSETTS

NEW YORK OFFICE:
910 Flatiron Building.

CHICAGO OFFICE:
1323 Marquette Building.

\$350. FOR A NAME QUICK!

Read this story and hit upon a name that will appropriately mark the greatest and best-valued line of popular-priced underwear in the world. Just a good, practical, sensible name that everybody will be able to pronounce and easily remember. Here are the facts:

The Company wanting this name is the

Utica Knitting Company

Starting twenty years ago with a capital of \$20,000 and one small factory, this Company has steadily grown into a concern operating seven great mills which produce over \$4,000,000 worth of underwear goods each year. This growth has been due entirely to making better goods at no higher prices. The Utica Knitting Company cards its own materials, spins its own yarns, finishes every garment with the best machinery and handiwork in existence, and ships all its products in boxes made in its own paper and lumber mills. Nothing is overlooked from beginning to end that will save an outside profit, and *every bit of this saving goes into the quality of the Utica Knitting mills products.*

Now read this over until you understand the matter thoroughly.

The Utica Knitting Company makes many different styles of underwear for men, women and children, in winter and summer weights, selling at 50c. to \$1.50 per garment, or double per union suit. These different styles are now highly known throughout the trade under various trade-mark names. Following are a few of the most noted of these names:

Lambsdown

For men, women and children

Unites

A patented combination garment for boys and girls

Standard Fleece

For men and women

Oriskany

For men and women

Vellastic

For men, women and children

Olympic

Crotch cut, knee length, KNIT summer underwear for men and boys

These various names are now used and will continue to be used over the following shield design, in this space, as for instance:



What is wanted *now* is one name to go into the shield in this central space to be used in combination with each and *all* of the other names.

There are many different kinds of silverware, each having its own name. The word "Sterling" goes with all these names to show the highest possible quality. We want a name that will go with all our different styles of underwear—just as "Sterling" goes with different styles of silverware.

For the name we decide is best, we will pay: **\$200** For the 2d best we will pay: **\$100** For the 3d best we will pay: **\$50**

If more than one person sends in the winning name, the prize will be divided equally. This rule applies to all three prizes. **ALL NAMES MUST BE MAILED ON OR BEFORE JULY TENTH.** You have, therefore, only a few days, but this is to your advantage, as the best ideas come from the quickest and hardest mind-work. Simply write name or names you suggest on plain white paper with your own name and address, enclose in envelope, and mail to

UTICA KNITTING CO., Contest Bureau, 366 Broadway, N. Y. City

Read the above story over and over—let your mind play on it and the right name will suggest itself. Go at it now—and go at it to win the \$200.

Do not fail to watch for the results of this contest to be published in these columns at the earliest possible date

SOZODONT AND COLGATE ADVERTISING IN ENGLAND.

Thomas Russell, the London correspondent of PRINTERS' INK, writes

"Hall & Ruckel's London agency, which for nearly thirty years has been held by John Morgan Richards, has now been surrendered by his firm (John Morgan Richards & Sons, Limited)—the first instance, it is believed, of an American agency held by this firm having been discontinued.

"The Richards firm, which represents as selling agents a large number of American houses, including the Carter Medicine Company, Bromo-Seltzer and Perry Davis & Son (now The Davis & Lawrence Company), has for some twelve years had Colgate & Co.'s agency for all their lines, including the Colgate dentifrice.

"The last-named concern has lately begun, for the first time in England, some bold advertising and, as this was considered in conflict with the Hall & Ruckel dentifrice, Sozodont, the question arose as to which dentifrice the Richards agency would continue to represent.

"Mr. Richards decided to hold on to Colgate and let the Hall & Ruckel agency go. Sozodont is transferred to another agency and some advertising is being done for it.

"Hall & Ruckel have been occasional, rather than steady advertisers in England. They would go into a list of papers for a time. Then they would pull out and nothing would be seen of them for months or years. Later, they would start another campaign, and so on. Consequently, while there is always a certain sale, the business has never been a big one.

"Whether the stimulus of fresh competition will bring them into the regular advertising list remains to be seen. The new copy is bold but not particularly good, and thus far has been concentrated on the Sozodont powder, a side line which for some years has been rather developed with improved packages and more liberal quantities, though hitherto only pushed by a sample enclosed with the liquid Sozodont, which was the main seller."

A CRITICISM.

Editor of PRINTERS' INK:

The following is appearing in the daily papers:

No! Can't give you a "flyer" yet. (The Wright Brothers will accommodate you.) But all kinds of tickets and tours for the whole earth are at your disposal at our office, including automobile trips. All you need is the money; failing that "you needn't come around."

Thos. Cook & Son.
What a picture of expectant comfort and safety the above must create in the minds of elderly people, timid women who must travel alone, parents who are considering allowing their sons and daughters, not especially chaperoned, to undertake lengthy tours, as all others who are looking for the pleasures of traveling, divorced from its dangers, annoyances and uncertainties, such as "personally conducted" is supposed to decree.

GRIDLEY ADAMS.

SUFFRAGETTES USE CARS.

STREET RAILWAYS ADVERTISING CO.

NEW YORK, June 23, 1909.

Editor of PRINTERS' INK:

Down in Baltimore women have made up their mind they want to vote.

To get the franchise they realized they must influence the public mind. To influence the public mind they decided to advertise.

The street car people take pride in the fact that when women decided to advertise they settled on car advertising as their medium.

Without solicitation they walked into

WHY Do WOMEN Want To VOTE?

Because VOTES Control—

- 1 The Water Supply
- 2 The Milk Supply
- 3 The Food Supply
- 4 The Public Schools
- 5 The Laws affecting Women and Children
- 6 The Public Parks, Squares and Playgrounds
- 7 The Juvenile Court

See More Reasons in Other Cars!

the street car office and placed a contract. The cars were the only medium used. The cards show this:

Women not only appreciate advertising, but they appreciate good advertising copy. An open-minded person can hardly fail to be impressed with the pointed facts brought out.

J. K. FRASER.

Managing Editor Wanted

for an old established Pennsylvania morning daily in a town of over 50,000—no Sunday issue. A hustler wanted — one who can handle other men and who has some ideas of his own, with the ability to carry them out. A permanent place for such a man at a good salary—in fact he can name his own figure. Write fully and in strictest confidence to "PENNSYLVANIA DAILY," care Printers' Ink.

Iowa Farmer

(Incorporated)

How much do you pay for space? Get in to a live one at a reasonable figure, and take time to investigate. It is the Standard size and the *Best of them Editorially.*

Special Investment Offering of the Iowa Farmer Publishing Company of Dubuque, Iowa.

Ten dollars per share 7 per cent. guaranteed Stock now on sale. The amount of stock offered is very limited. The Investment is of a character rarely, if ever, offered to the Public. The entire amount realized from the sale of the stock goes into the development of the publication you can farm by. A large sum will be invested in an experimental farm, to make IOWA FARMER more practical and profitable. Investors also participate in all earnings over and above the fixed rate of interest. Address, Iowa Farmer Publishing Co. Dubuque, Iowa.

Rural Route Customers

If you ever motored through the country and got off the main pike into the cross roads, you have seen the posts at the end of the lanes, holding the inevitable mail box. Follow the lane to the house and you will find a farm family keenly alive to things going on "outside," and their home furnished with many things which would be a real luxury in 90 per cent of the city homes. Over 80 per cent of the 250,000 circulation of FARM NEWS, SPRINGFIELD, OHIO, is scattered over the rural routes of the country.

BATTEN IS CHAMPION.

WINS FINALS IN ADVERTISING MEN'S LAWN TENNIS TOURNAMENT — ABOUT 400 PEOPLE IN ATTENDANCE — TOURNAMENT TO BE MADE AN ANNUAL EVENT.

Sixty-four advertising men participated in a tennis tournament in New York on June 23. The winner was Joseph Z. Batten, of the George Batten Company, who was at once time Princeton's inter-collegiate champion. He won the final from R. A. West, a winner in the East Jersey League, by two straight sets. In all the other matches only one set was played. Along with this contest there were three consolation singles. The first went to T. V. Goodman, the second to S. G. Linderstein, and W. C. Kimball, a member of the Crescent A. C., won the third. The Old Guard band contributed some music. Hackett and Little played Tallant and Mahanan exhibition match at doubles.

The results were:

Singles—First Round—M. L. Wilson defeated H. R. Reed, 6—1; C. D. Newall defeated H. R. Handy, default; E. W. Brainard defeated H. H. Burdick, default; C. J. Post, Jr., defeated W. J. McIndoe, 6—1; F. J. Coupe defeated W. C. Izor, default; W. S. Bird defeated W. R. Hine, 6—4; J. Z. Batten defeated G. L. Foote, Jr., default; S. G. Linderstein defeated M. L. Ormsbee, default; M. H. Long defeated D. M. Parker, 6—1; C. A. Porter defeated H. G. Cleveland, default; H. S. Scharman defeated W. E. Brownell, default; F. H. Sisson defeated F. D. Sniffen, 6—1; O. de G. Vanderbilt defeated W. T. Woodward, 6—2; F. A. Goddard defeated G. F. Bailey, 6—2; W. L. Colt defeated W. P. Scott, Jr., default; Conde Nast defeated A. L. Fowle, default; H. P. Pickett defeated R. G. Cholmeley-Jones, 6—2; R. A. West defeated T. I. Wod, 6—3; S. D. Hoffheimer defeated R. H. Waldo, default; E. C. Conlin defeated F. V. Goodman, 6—4; T. D. Carman defeated O. H. Blackman, default; J. F. Shaw defeated W. J. Ryan, default; Austin Smith defeated R. A. Lewis, 6—1; A. B. Gladwin defeated C. W. Thorne, 6—0; W. E. Gude defeated W. N. Jennings, default; W. R. Bramhall defeated W. Handley, default; W. C. Kimball defeated A. C. Doombs, 6—3; W. R. Baldwin defeated S. W. Goldberg, default; W. H. Burkhardt defeated T. M. Simpson, 6—0; W. H. Clarke defeated M. G. Simonson, default; Charles Presbrey defeated C. P. Elliott, 6—0.

Second Round—M. L. Wilson defeated C. D. Newall, 6—1; C. J. Post, Jr., defeated E. W. Brainard, 2—6; W. S. Bird defeated F. J. Coupe, 6—4; J. Z. Batten defeated S. G. Linderstein, 6—0; M. H. Long defeated C. A. Porter, 6—2; H. S. Scharman defeated F. H. Sisson, 6—5; O. de G. Vanderbilt defeated F. A. Goddard, 6—1; W. L. Colt defeated Conde Nast, default; R. A. West defeated H. P. Prickett, 6—5; S. D. Hoffheimer defeated E. C. Conlin, 6—2; T. D. Carman defeated J. F. Shaw, 6—2; J. F. Cross, Jr., defeated Austin Smith,

6-5; A. B. Gladwin defeated W. E. Gude, default; W. C. Kimball defeated W. R. Barmhall, 6-0; W. H. Burkhardt defeated W. R. Baldwin, 6-0; W. H. Clarke defeated Charles Presbrey, 6-3.

Third Round—C. J. Post, Jr., defeated M. L. Wilson, 6-2; J. Z. Batten defeated W. S. Bird, 6-4; M. H. Long defeated H. S. Schearman, 6-5; O. de G. Vanderbilt defeated W. L. Colt, 6-1; R. A. West defeated S. D. Hoffheimer, 6-3; J. F. Cross, Jr., defeated T. D. Carman, 6-2; A. B. Gladwin defeated W. C. Kimball, 6-2; W. H. Burkhardt defeated W. H. Clarke, 6-0.

Fourth Round—J. Z. Batten defeated C. J. Post, Jr., 6-2; O. de G. Vanderbilt defeated M. H. Long, 6-4; R. A. West defeated J. F. Cross, Jr., 6-1; W. H. Burkhardt defeated A. B. Gladwin, 6-0.

Semi-final Round—J. Z. Batten defeated O. de G. Vanderbilt, 6-1; R. A. West defeated W. H. Burkhardt, 6-3.

Final Round—Joseph Z. Batten defeated R. A. West, 10-8, 6-4.

About 400 people attended the lawn party given in connection with the contest, and the whole affair was highly successful. The committees were:

Reception Committee—J. Walter Thompson, Frank Presbrey, William H. Johns, F. Wallis Armstrong, J. J. Geisinger, Ralph Holden, George H. Hazen, J. Rowland Mix, Frank C. Hoyt, L. A. Hamilton, W. T. Dewart, Frank Seaman.

Tournament Committee—R. D. Little, F. D. Sniffen, M. H. Ormsbee, W. H. Field, W. J. Ryan, M. L. Wilson, E. C. Conlin.

It was decided to continue the tournament committee as a committee on permanent organization. The idea is to form the Advertising Men's Lawn Tennis Association and hold a tournament annually.

CINCINNATI ENQUIRER BUYS NEW PRESSES.

Five new Goss straightline revolutionary high-speed quadruple presses of the latest and most up-to-date type, are being installed by the Cincinnati Enquirer in a three-story and basement fire-proof building, built especially with a view of having the whole operation from the closing of the forms to the delivering of the finished paper move in a direct line.

The new presses have been built to stand rapid work and long, hard runs, and each will deliver 36,000 16-page papers an hour. They will be controlled by the Kohler System of Electrical control, which insures the maximum of efficiency with the minimum of danger to the operators. Compressed air steam tables will assist in reducing to a minimum the time of the stereotyping process.

The Enquirer has been making no pretense at a show plant, but everything that will add to the utility and efficiency of getting out an up-to-the-minute newspaper in the shortest possible time has been arranged for.

Don't You Dare!

believe what the newspaper directories say about circulations in Utica. Some of them were right once, but since Oct. 26th last (when the price was made one cent) the circulation of

THE OBSERVER

UTICA, N. Y.

has grown to nearly
17,000 per day

THE ST. JOSEPH'S BLATT

prints more papers than
all the German periodicals
combined

in Oregon, Washington,
California, Idaho, Nevada,
Montana and British
Columbia.

26,000 circulation weekly

RALPH C. CLYDE

Advertising Manager
603 GOODNOUGH BLDG.
PORTLAND, ORE.

About People

PIONEER OUT-DOOR ADVERTISING MAN DEAD.

Alfred Van Beuren, founder of a firm which was a pioneer in out-door advertising on a large scale, died of cirrhosis of the liver last week in Flushing, L. I. He was sixty-seven years old.

Mr. Van Beuren established the advertising firm of A. Van Beuren & Co. forty years ago and remained in control of it until his death. He declared the success which met his efforts in the field of out-door advertising to be due to the fact that when he entered the business advertising agents were not accustomed to giving to their customers the locations of the stands on which their advertising matter was displayed. The founder of the Van Beuren Company furnished to each of his customers a diagram which gave the location of each advertising stand paid for by the customer.

Mr. Van Beuren also owned the New Haven Bill Posting Company of New Haven, Conn. He is survived by his widow, three sons, Alfred Van Beuren, Jr.; A. J. Van Beuren and Henry Van Beuren, and two daughters, Mrs. A. M. Bennett and Miss Edith Van Beuren.

MR. PIERCE BUYS \$40,000 PRESS.

James M. Pierce, president of Pierce's Farm Weeklies, of Des Moines, Iowa, is in New York inspecting his new \$40,000, 84-page, 3-colored Scott press, preparatory to its shipment to Des Moines.

It is claimed that this will be the biggest press in any exclusive farm paper office in the world.

Pierce's publications include the *Iowa Homestead*, *Wisconsin Farmer and Farmer and Stockman*.

Announcement is made by George H. Currier, president of the Currier Publishing Company, of Chicago, of the appointment of Forrest Crissy as the company's editorial director and of Byron Williams as editor of the *Woman's World*. Mr. Crissy, Irving A. Leshner, advertising manager, and Harry Arney, circulation manager, have been elected to the company's board of directors.

James Bell, who in January resumed charge of the circulation department of the Vancouver (B. C.) *World* after an absence of sixteen months, has just closed a successful contest. He has given the publishers at the end of a progressive five-months' campaign a total increase on the daily average circulation of just over 4,000 copies.

T. W. La Quatte, one of the best known men in the Western advertising field, has become advertising manager of *Successful Farming*, of Des Moines, Iowa. For many years he held a similar position with the *Red Book*, and his

experience in that capacity, together with his earlier agency work, assures the lively farm periodical whose force he has now joined able and aggressive advertising leadership.

During the last year Mr. La Quatte has been active in behalf of the Chicago Advertising Association, which organization he has faithfully served as vice-president, and as chairman of the entertainment committee.

At a noonday meeting of the association recently, Dr. John E. Beebe presented Mr. La Quatte with a handsome scarf pin as a token of the esteem in which he is held by all its members.

M. C. Watson, special representative, has added the Racine (Wis.) *Journal* and the Wauson (Wis.) *Record-Herald* to his list.

E. Donald Roberts, of Detroit, has become a member of the Curtis Advertising Company, of the same city, and will assume charge of the agency's art department at once.

Mr. Roberts is widely known as a pioneer in using photographs in advertisements, and has created some of the best-known photographic magazine ads—among them being the Fairy Soap, Rubi-foam and Williams' Shaving Soap.

Recently one of Mr. Roberts' photographic art studies was purchased by the United States Government for the Smithsonian Institute at Washington.

Richard Wood, assistant to vice-president, Street Railways Advertising Company, has just become manager of the Chicago Railways Advertising Company and Western manager of the Street Railways Advertising Company, in general charge of the western territory and with offices in the First National Bank Bldg., Chicago.

E. P. Gibbs, who has had a large experience in managing men and handling advertising, has been appointed sales manager of the Ketterlinus Lithographic Company, of Philadelphia. For twelve years Mr. Gibbs was the advertising director of the National Cash Register Company, of Dayton, Ohio, and also had charge of the training and directing of salesmen in connection with the officers of that company. For the last three years he has been engaged in business in Chicago.

Mr. Gibbs is well known as the president of the Associated Advertising Clubs of America, which association is composed of sixty of the leading advertising clubs of the United States and Canada. He was elected to this position at the convention held in Kansas City last August.

Mr. Gibbs has had an extended experience in the advertising and selling fields.

A NEW PROPOSITION.

THE BURNS & BASSICK COMPANY.

BRIDGEPORT, CONN., May 29, 1909.

Editor of PRINTERS' INK:

In regard to advertising our Feltoid Caster, would say that while all of the modern houses are now equipped with hard wood floors, yet up to the present time there has never been a successful caster put on the market that would not mark the hard wood floors or cut the nap on carpets. Leather has been tried but becomes hard and sharp as glass, rubber disintegrates and doesn't wear.

We at first approached a good many furniture manufacturers to get them to equip their furniture with our casters.

Ordinary Casters Ruin!

You know the cost of refinishing floors and renewing their coverings.

Every time your furniture is moved about on ordinary casters, the loss to you can be figured in actual dollars and cents.

Prove this yourself! Examine the surface of your hardwood floors and look closely at your rugs and matting after metal casters wheels have passed over them.

Such damage is unnecessary—to realize a loss and not prevent it is extravagance in its worst form. It is practical economy to

Use Feltoid Casters and Furniture Tips

Feltoid wheels are strong and durable and their velvety surface obviates further damage.

Feltoid Casters and Tips are guaranteed to wear—economical—will save many times their cost in a single season. You know the effects of metal wheels—that rubber disintegrates—wooden wheels split—wheels of leather become hard and develop sharp edges.

Feltoid Wheels and Tips mean real economy of wear.

By immediately substituting "Feltoid" for your old casters, you will have given an extension of life to your floors and their coverings.

In future orders to your dealer, insist that each piece of furniture be equipped with Feltoid Casters or Feltoid Tips.

Write immediately for booklet giving styles, prices, etc.

THE BURNS & BASSICK COMPANY
Dept. E. Bridgeport, Conn.

**FELTOID**

They immediately replied that the general public did not know anything about casters and they would not go to the extra expense of equipping their furniture with a better caster unless they were obliged to.

Since we started our magazine advertising we have received thousands of replies from all over the country, asking where these casters can be purchased. We hope to educate the furniture buying public, so when they buy a piece of medium or better grade furniture they will not accept it equipped with the same kind of a caster that they get on their kitchen table or kitchen cabinet.

We are using all of the household magazines and a few of the trade journals. Concerns like The John Widdicombs Company, Steinway Piano Company, A. H. Davenport, Boston and New York; W. K. Cowan Company, Chicago, and a great many other makers are now using this caster exclusively.

E. W. BASSICK,

FORWARD**The Southern Ruralist**

ATLANTA, GA.

Advances Its Rates to 50c. per line September 1st

The present rate of 40c. a line was based on a circulation of 100,000, but the circulation has run far in excess of this, reaching 115,000 in March. The paper has always given more circulation than promised.

It is impossible to stand still. The Southern Ruralist must go forward as it has always done. This Fall the paper will put on the biggest subscription campaign in its history, and beginning in September guarantees you a circulation of 125,000 copies. This is why the rate must be advanced, but you will note that it is only advanced pro rata with the circulation.

In proof that the paper will go forward, your attention is invited to the following statement, showing what has been done in the past six years:

| | Aver. cir. | Advertising |
|-----------------------|--------------|-------------|
| Date. | for year. | line rate. |
| 1903..... | 31,541..... | 10c |
| 1904..... | 42,791..... | 15c |
| 1905..... | 48,871..... | 20c |
| 1906..... | 66,813..... | 25c |
| 1907..... | 75,542..... | 30c |
| 1908..... | 93,836..... | 40c |
| (After September 1st) | | 40c |
| 1909(1st four months) | | |
| | 107,475..... | 40c |

If you have used the Southern Ruralist you know what a puller it is. If you have not used it you have overlooked a big chance to get business. Sample copy and full information will be sent on request.

On orders placed before September 1st the 40c per line rate will be allowed for the balance of 1909.

Southern Ruralist Co.

20 South Forsyth Street
ATLANTA, GA.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager. St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Te'l. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, June 30, 1909.

Are Ad Clubs Really Useful?

This seems to be the ad club era of advertising. At any rate, wherever in the United States three or four ad men happen to reside within reaching distance of one another they proceed to form themselves into a "club" and announce that they propose playing a limelight rôle in the advertising uplift. Yet only a limited number of the clubs which have been formed are, according to reports, in anything like a flourishing condition. Further, the heroic efforts thus far made to organize them into a national association have not fulfilled the hopes that burned fiercely in the bosoms of their eminent promoters.

Recently several advertising men were at luncheon together when the subject of ad clubs came up. One delivered himself of the opinion that they are "good things, because they promote the spirit of fellowship and the interchange of ideas," etc. Another was dubious

about their usefulness, saying that he had never heard of anything actually accomplished by any of them. Still another declared with hearty emphasis that they are "not worth a rap"; that their "most notable achievements have been in the line of conviviality"; and that "they consist chiefly of solicitors who take advantage of the gatherings to get their hooks on any advertiser who may be present."

These conflicting opinions naturally give rise to the question: Are Ad Clubs Really Useful?

PRINTERS' INK will be glad to hear from its readers on this subject and believes that a free expression from the advertisers and advertising men of the country will assist greatly in determining the exact status of ad clubs. We would suggest, however, that all who take part in the symposium give actual facts the preference over mere theory.

Quick Answers to Ads

A feature of advertising in the mail-order journals is that if an ad pulls at all it pulls quickly. The readers of this class of journals have the ad-answering habit. They seem actually to be constantly on the lookout for ads to answer, and not one that puts forth an attractive offer escapes their notice. This peculiarity doubtless accounts for the mass of advertisements of all kinds and descriptions which the best of the mail-order journals carry.

Certainly, there is never much time wasted by advertisers in determining the pulling power of mediums of this class. One or two insertions do the business. Practically all the ads are keyed, and after checking up an insertion the advertiser knows just about where he stands. If the replies are not sufficient, the medium is not the one for that particular proposition. The readers are not interested.

But a fact which speaks volumes for the advertising value of mail order journals is that the good

ones carry the same advertisers year after year.

Another significant feature is the low cost of replies. If your proposition is one that fits in the mail-order journals you can secure inquiries at a very small average price. The main point is to run the right kind of copy, and to do this it is necessary to study the journals with care. A little experience will show that mere artistic beauty doesn't go very far in these mediums. It's convincing facts that reach their readers, no matter how homely may be the form in which they are presented.

Good Farmer Copy

Many general advertisers apparently refrain from using farm journals because they imagine that they don't know how to talk to the farmer successfully. Fact is, the farmer is an average sort of fellow, who understands plain English and can get a grip on a proposition with neatness and dispatch. Advertisers who have already learned the value of the farmer as a buyer don't have to sit up nights working out a special way to approach him. Take the National Biscuit Company—it simply runs the same old Zu Zu clown and the same talk in the farm papers that it runs in the several magazines. And the National Biscuit Company knows something about advertising. The Singer Sewing Machine Company doesn't worry itself to death in an effort to get up special farmer copy—yet the Singer machine is used by farmers more than any other make.

Of course, if your proposition has some feature about it that dovetails with farm life, play up that feature. For instance, when the Simmons Hardware Company advertises in the magazines it talks about tools; and when it advertises in the farm papers it talks about farm tools. Otherwise the story is told in the same way,—just a simple, straightforward statement regarding quality and workmanship. The railroads simply go after travelers in the

general magazines, while in the farm papers they talk about the agricultural side of their territory.

As a rule, however, you can bank on this: If your copy is such as will appeal to the average intelligent person it will appeal to the farmer.

A Criticism Which Sold Goods

Here is an interesting fact: When an advertisement is criticised in PRINTERS' INK the criticism is an excellent advertisement in itself, provided the goods are O.K. It serves to direct attention to the product, and if the latter seems to be all right it is very likely to bring inquiries in spite of the character of the ad criticised.

This peculiar power of PRINTERS' INK was practically demonstrated a short time ago, as is shown by the following statement of a writer in an obscure western "advertising" paper:

Early during the past season PRINTERS' INK very critically criticised an automobile ad, in which six 1909 models were used. As a matter of fact, that ad drew a cartload of inquiries—some from people who had seen it in PRINTERS' INK alone. And, if I am not mistaken, an automobile or two was sold as a result of this criticism.

It will be noted that some of the inquiries came from people who had seen the ad in PRINTERS' INK alone. Also that the actual sale of one or two automobiles was evidently traced directly to the PRINTERS' INK criticism.

Another point: There is no mention of any sales as a result of the "cartload of inquiries" except those due to PRINTERS' INK.

It is, therefore, reasonable to conclude that the ad deserved the criticism as a sales-producer, and that the attention it received from PRINTERS' INK was all that saved it from total failure in this respect.

Such a tribute to the pulling power of PRINTERS' INK is unique, and goes to show that any article of merit advertised in its pages reaches an unusual audience of prospective customers.

Too Much Profession- alism

Within the memory of most of us, American advertising was made the subject of criticism because it lacked originality, power, virility, strong appeal, salesmanship. To-day, in our effort to accomplish something beyond the commonplace, it is a question whether we are not leaning too far in the direction of professionalism. Magazines and newspapers are filled with ads which show plainly on their face that they are the product of the "layout" man, of the typographic artist, and of the advertising "expert." We seem to hear the creaking of the machine and to see the wheels go round. Such ads do not convey the impression of a manufacturer trying to tell the public about his goods but rather of a professional advertising man exploiting his own cleverness. We are interested in the ingenuity of the presentation but we do not feel impelled to go out forthwith and purchase the articles advertised.

Mr. Calkins, who is doing some of the most sincere and sensible advertising of any of the professionals, once laid down this dictum: "That advertising only is convincing which radiates strong personality."

Every business house which has progressed far along the highway of success is certain to have behind it a strong personality. It is a wise advertising man who seeks out that personality, absorbs its flavor, and then transmits it to the printed page, pure and undefiled. Tom Lawson's advertising was read everywhere because it faithfully reflected a personality—not perhaps a personality which people generally would care to accept as a model—but nevertheless an original and distinctly interesting personality. There are advertisers who have used their own portraits extensively, not so much to satisfy their vanity as to infuse this desirable quality of personality into their talks with the public.

What have PRINTERS' INK's readers to say about this?

The Adver- tising Arrow

PRINTERS' INK can't subscribe to the claim that Coca-Cola was the originator of the arrow in advertising and that every other advertiser who uses an arrow is a pirate, which seems to be the position taken by Mr. D'Arcy in a communication published in the last issue. But PRINTERS' INK does admire the nerve of the Coca-Cola people in their strenuous attempt to make all the arrows, past, present and to come, point directly to their product.

It is scarcely likely, however, that the makers of this beverage will be permitted to get very far with the goods before somebody appears to dispute their right. For instance, it has been a considerable number of years since Cluett, Peabody & Co. adopted the arrow as the insignia of their famous collars, and it has been a fairly conspicuous part of their advertising ever since. It is, therefore, to be expected that the collar folks will do some hard thinking in an effort to counteract the effect of Coca-Cola's bold dash.

Send Facts with Your Printed Things

The department of review of printed things just started by PRINTERS' INK has proved to be immensely popular with advertisers and advertising men, and all kinds of literature, good, bad and indifferent, is being submitted for consideration.

We must request, however, that all who favor us in this way accompany their literature with a brief statement of the facts connected therewith. Tell us how it was used, for what specific purpose, and if possible, something about the results obtained from it. Such information will make the department of more value to all concerned. It will also enable us to review the matter more intelligently.

PRINTERS' INK is especially anxious to obtain specimens of out-of-the-ordinary printed things which will suggest new ideas and new methods of treatment.

The September issue will be the biggest
fall fashion number in the
35 years history of

WOMAN'S HOME COMPANION

Advertising intended for this issue
should be planned now and space
ordered as much in advance of
the usual closing date as possible.

Forms close July 8th

S. KEITH EVANS,
Manager of Advertising,
Madison Square, New York.

Joseph A. Ford,
Western Manager,
Tribune Building, Chicago.

As Others See It

By Printers' Ink Readers

DO IT RIGHT, OR NOT AT ALL.

SPOTTISWOODE—MODERN ADVERTISING IN ALL ITS BRANCHES.

LONDON, April 28, 1909.

Editor of PRINTERS' INK:

When I read Mr. Johnston's article in your issue of March 30th, my deep respect for the American business man started off on a wild career to zero.

Good Heavens, I thought—fancy any sane person coming over to this benighted country to sell metal ceilings to shopkeepers—in three weeks.

Mr. Johnston doesn't tell us how this traveling genius tried to get rid of his products, but infers it was by hawking them up and down the Strand to the retailers. I hate being rude, but I really would like to tell that man what I think about his business aptitude. I admit ignorance of American business methods, but haven't you any sort of unwritten rule about studying trade conditions before trying to sell goods in a foreign country? According to many articles I have read in magazines and newspapers, the British retailer is full of insular prejudice, hide-bound conservatism and other pretty little things. That being so, isn't it the more necessary to study him so that you can sell him your goods.

You couldn't sell metal ceilings to retailers along the Strand if you tried for a year. It is not the way it is done in Great Britain, and however rotten and wrong it may be, it's the fact that you've got to look it in the face if you want to sell your goods. Before you can get your product on the ceiling of a shop you've got a long way to go. You can't do it in three weeks nor yet three months, but it can be done, if you know how. This letter isn't meant to be a treatise on "How to market metal ceilings in Great Britain," but in passing I may say that the gentleman Mr. Johnston heard about should have gone this way—the architect, the builders' merchant, the builder—and then the shopkeeper, with a lot of other little things in between.

Then Mr. Johnston tells us about some more traveling geni—"best representatives" he calls them. Two came over to put goods on the British market and went back in despair *by the next boat*.

Assuming Mr. Johnston is alluding to somewhere near the present day, it seems to me that those two "best representatives" must have spent about three days in this country.

I don't think I will say any more about them or I will be getting rude.

The advice I would give to American manufacturers is—leave Great Britain entirely alone unless you're going to do it right. But if your goods are right, your prices are right and your methods are right, never mind how "American"

the idea or anything else may be—you'll succeed. I have been in this game for nearly eleven years. I've sold goods to retailers in nearly every trade. It's all sheer nonsense about their having such terribly pigheaded notions about taking on new ideas and new lines. Show them where they will make money and they'll back you. I don't say it's the easiest thing in the world, but it can be done—if you know how.

And what's more it is being done—every day—by the men who know how.

FRED ACKERMAN,
Gen'l Manager.

TOO MUCH SAMENESS.

NEW YORK, June 2, 1909.

Editor of PRINTERS' INK:

The style of magazine advertising that nearly every clothing manufacturer dotes on and bids his agent follow runs choppy somewhat like this:

"You want good clothes? Everybody does. We make them. They fit as all clothes should. The style is right. If our label is in them, that's everything. The rest doesn't amount to a pinch of snuff."

Now—there can be two opinions about the excellence of this sort of "copy." There can be only one opinion about imitations of it. These sound as empty as a drum and as hollow as a bell. They have the feeble force of a nod and the half-hearted sincerity of a "me-too." Every man reading the imitation mutters to himself, "Who said this before and said it better?"

There are many new things to be told about ready-to-wear clothes and many old things to be told in a new way. Why, then, does nearly every clothing manufacturer stick his foot in another's tracks?

And what's the result? A mass of page, half-page and quarter-page advertisements, which show in every line the strain to reproduce somebody else's personality—the effort to make the echo sound the whistle.

The advertising of clothing manufacturers is good, but it's as alike as many ices from a single mold. Nearly all sing the same tune in the same words on the same key.

Will the trailers ever catch up to the leaders? Not if they keep on trying till Gabriel blows his trumpet. The advertising writer who is asked to crawl out of his own skin and into the skin of another has a task that bedews his brow with sweat and puts "silver strands among the gold."

Advertising enlists the brightest minds in America. But—the "copy writer" must have a chance to be *himself* and advertisers must recognize the unwritten copyright that accompanies originality.

The clothing manufacturer is a big

advertiser. He has the courage and the capital to spend money. But, with a few notable exceptions like Alfred Benjamin & Co. of New York, and Hart, Schaffner & Marx of Chicago, he is looking for footprints, instead of making them.

Any good advertising agent can suggest a dozen novel ways of exploiting a good brand of clothing in the magazines and newspapers. Is he allowed to give rein to his originality and initiative? Not! There must be the familiar gilded youth in the familiar atmosphere of cigarettes and highballs, together with the familiar touch-and-go phrasology in the familiar choppy vein.

ALFRED STEPHEN BRYAN.

IDEA FOR A CAMPAIGN.

ATLANTA, Ga., April 24, 1909.

Editor of PRINTERS' INK:

In recent publications I noticed there were accounts of two successful bread advertising campaigns—one in Chicago, the other in Kansas City, Mo. The Chicago firm put up a good loaf of baker's bread, in waxed paper, called it "Dobbins" bread, advertised cleverly, and had to enlarge its plant to meet the demand for bread.

The Kansas City bakery made a good, honest loaf of bread, called it "Smith's" bread, told the housewives about it in heart-to-heart talks, in the newspapers, and quit advertising after six months in order to catch up with business.

The Chicago firm made the name "Dobbins" famous, the Kansas City people made "Smith" well known, but these names carried with them nothing except the quality of the bread. Now, if something like \$10,000 is spent profitably in advertising "Dobbins" and "Smith" bread, how much more profitably could \$10,000 be spent in advertising the name of a bread which would at the same time advertise the appliance and fuel used in baking the bread? Why not go further than "Dobbins" or "Smith" and get out a Gas Range bread? Gas Range bread would be a good honest loaf baked in quarters faultlessly clean.

The bakery to be centrally located and on the ground floor where the people present could sit and look through a plate-glass partition at every move made in the manufacture of good, honest, wholesome bread.

Of course, the bread would be baked in regular revolving gas ovens, but a cabinet gas range could be operated alongside the revolving gas ovens so as to demonstrate the feasibility of baking such bread at home.

This Gas Range bakery would be suggesting to every purchaser of its bread, "This good loaf of bread was baked in a gas range. You can bake bread and other things in a gas range." And this: "If you haven't opportunity of baking in a gas range, you can at least get a loaf of good Gas Range bread."

Such a bakery would, of course, pay the local gas company the regular price per thousand cubic feet for gas, and the local gas company would pay for all advertising of Gas Range bread.

EDWARD D. BREWER.

THE BEST READ AGRICULTURAL PUBLICATION IS

Campbell's Scientific Farmer

of Lincoln, Neb.

A monthly illustrated magazine.

40 pages—\$1.00 a year.

The only publication devoted to Scientific Soil Tilage.

Edited by Prof. H. W. Campbell, the acknowledged father of so-called "dry farming." It is the one agricultural publication of to-day with a message for its readers.

10,000 CLEAN CIRCULATION and growing.

A Limited Amount of High Class Advertising Solicited.

If you can qualify, put us on your list.

All Agencies, or

Campbell Soil Culture Co., Inc.
Lincoln, Neb.

S. M. GOLDBERG,
505 Reliance Bldg., Kansas City,
Special Representative.

Daily newspaper in a city ten miles from Boston, Mass. The city has 15,000 population, but there is within three miles six towns, which give an added population of 40,000.

The mechanical plant was inventoried a few months ago for \$5,500. A full description will be sent you on application. The paper has a daily circulation of more than 1,200 copies, but a live newspaper man could work this up to 4,000 or 5,000 daily.

Good terms will be made to any newspaper man who looks good; \$1,500 down and notes on balance will take the property.

Present owner is in another business which will enable him to be of service to purchaser. Address "L. S. D., N. E. Office, PRINTERS' INK, 2 Beacon Street, Boston.

COMMERCIAL ART

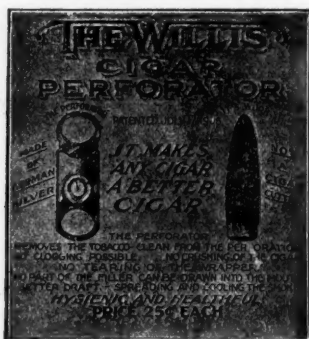
By GEORGE ETHRIDGE, 41 Union Square, N. Y.

The Man who planned this Willis cigar perforator ad scratched his head over it a long time before he got it just to suit him. When he got through he had a picture of the device, a picture of a cigar which had been punctured by it, and various little sub-captions which explain all about it in

which makes good in small space like this is worthy of much higher commendation than one which has a half or a full page in which to produce striking and artistic effects.

* * *

The illustration of this Mobiloil is not particularly well chosen or



No. 1.

a manner which nobody could possibly misunderstand.

So far, so good—excellent, in fact—but, alas, he had the job finished by one of the numerous devotees of fog and mist in advertising.

Probably what he really wanted, or had in mind, was something of the nature of Design marked No. 2, and it is a pity that he did not get it.

* * *

Some of the advertising which has been done for the "Best" light has been open to considerable severe criticism, but this little advertisement is, in many respects, distinctly good. It utilizes a small space in a striking and effective manner. An advertisement



No. 2.

artistically carried out. The idea is that Mobiloil turns minutes into hours, which is not an especially clear or forcible thought.

The advertisement says that Mobiloil relieves your automobile



**What size
coal does
your heater
burn?**

**The
Spencer
Steam or Hot Water
Heater**

burns No. 1 Buckwheat, costing from \$2 to \$3 less per ton than other sizes—and burns less of this cheap coal than other heaters do of the larger sizes.

The water-jacketed magazine feed holds sufficient coal to last 24 hours in ordinary weather, or 12 hours in severe. This minimizes the labor of attending to the heater, and keeps the "women folks" out of the cellar at all times.

The "Spencer" costs more but is the most economical and satisfactory heater made.

On request we will be glad to send our Heating Book, giving full particulars.

SPENCER HEATER CO.

800 Commonwealth Bldg., Scranton, Pa.

of wear and friction and leaves it free to wrestle with the minutes and the miles. This sounds well, and the idea embodied might be illustrated in a far more interesting way.

* * *

Here is an advertisement for the Spencer Heater, which reads well



**The Oil that Turns
Minutes to Miles**

Vacuum MOBILOIL relieves your automobile of wear and friction, and leaves it free to wrestle with the minutes and the miles. It makes perfect lubrication a scientific certainty, and saves paying for experiments and accidents, disguised as repairs.

VACUUM

MOBILOIL

is made in six different grades for various kinds of automobiles. One of these grades is the one oil, the label of which guarantees it to be exactly suited to the requirements of your car.

Do not experiment. Write for free booklet, listing every automobile made and showing grade of MOBILOIL necessary for its perfect lubrication. Also contains track records for mile and other facts of vital interest to motorists.

MOBILOIL, in barrels and in cans with patent pouring spout, is sold by dealers everywhere. Manufactured by

VACUUM OIL CO., Rochester, N. Y.

but does not look well. It is devoted to the size of the coal a furnace burns, which is undoubtedly an important point, but the picture shows the door of a furnace, and what is the connection between the size of a furnace door and the kind of coal which the furnace burns? If there is any such connection, it ought to be explained; if there is not, it only needs to be said that a furnace door is neither beautiful nor instructive as an illustration for a magazine advertisement.

* * *

Cawston Ostrich feathers are probably things of superb beauty

**"One of the Strangest
Sights in America"**

N. Y. American.

THE Cawston Ostrich Farm in South Pasadena, California, is situated in its own beautiful, semi-tropical park. Here are large colonies of all sorts, baby chicks, hundreds of game birds, largest incubator in the world. The great event of the year is the hatching of the hatchlings, viewed by thousands. When in California, don't miss it.

The Best Sources of California are

**Cawston
Ostrich
Feathers**

Awarded Prize Medals at World's Expositions.

Buy a plume, bow, stole or fan from Cawston at producer's price and he will ship prepaid in an attractive box to any address and guarantee safe arrival and entire satisfaction or your money back.

Write postal for free illustrated catalogue and price list.



Swallowing Grass.
Photographed from life.

**CAWSTON
OSTRICH FARM**

P. O. Box 23, SOUTH PASADENA, CALIFORNIA

and deserve to be illustrated in an attractive manner. The ostrich himself is not a very pleasing proposition, nor does the picture of the neck and head of an ostrich engaged in swallowing a set of billiard balls appeal very strongly to one's sense of the fitness of things.

There are at least one hundred, and probably a thousand better ways to illustrate an ostrich feather advertisement than this.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Anniston, Evening Star. Quantity and quality circulation; leading want ad. medium.

Birmingham, Ledger. dy. Average for 1908, 19,370. Best advertising medium in Alabama.

Montgomery, Journal. dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

ARIZONA

Phoenix, Republican. Daily aver. 1908, 6,651. Leonard & Lewis, N. Y. Reprs., Tribune Bldg.

CALIFORNIA

Sacramento, Union. daily. The quality medium of interior California.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 68,467.

23— This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT

Bridgeport, Morning Telegram, daily average for Jan., 1909, sworn, 12,827. You can cover Bridgeport by using Telegram only. Rate 1½¢. per line flat.

Moriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,726.

Moriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,864; Sunday, 12,567.

New Haven, Leader. 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N. Y.

New Haven, Palladium, dy. Aver. '06, 9,549; 1907, 9,570.

New Haven, Union. Average 1908, 16,326; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,729.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,328; Sunday, 6,243.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,762 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 3 mos., 1909, 12,857. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. May dy 17,740; Sun 19,306. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 2,541.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined

Chicago, Breeder's Gazette, weekly. \$2. Average for 1908, 74,242.

Chicago, *Dental Review*, monthly. Actual average for 1907, **4,018**; for 1908, **4,097**.



Chicago, *Examiner*, average 1908, Sunday **602,377**, Daily **185,407**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully convert its accuracy.



Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully convert its accuracy.



Joliet, *Herald*, evening and Sunday morning. Average for 1908, **6,808**.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, **16,608**. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, **20,911**.

Sterling, *Evening Gazette*, average circulation for 1908, **4,409**. First five months, 1909, **4,964**.

INDIANA

Evansville, *Journal-News*. Av. 1907, **18,183**. Sundays over **16,000**. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly Actual net average for 1907, **26,112**.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, **1,577**; weekly, **2,641**.

South Bend, *Tribune*. Sworn average year sending Dec. 31, '08, **9,329**. Best in No. Indiana.

IOWA

Burlington, *Hawk-Eye*, daily. Average 1908, **9,139**. "All paid in advance."

Davenport, *Times*. Daily aver. May, **16,824**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1908, **42,931**. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson, *News*. Daily 1907, **4,070**; 1908, **4,835**. E. Katz, Special Agent, N. Y.

KENTUCKY

Harrodsburg, *Democrat*. W. Av. '08, **3,370**. Largest and best paper in Central Kentucky.

Lexington, *Herald*. D. av. 1908, **7,194**. Sunday, **8,285**. Week day, **7,006**. Com. rates with *Gazette*.

Lexington, *Leader*. Average for 1908, evening, **5,445**, Sunday **6,878**. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid **43,940**.

MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, **1,294,438**.

Augusta, *Kennebec Journal*, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, **7,977**.

Portland, *Evening Express*. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

MARYLAND

Baltimore, *American*. Daily average for 1908, **74,702**; Sunday, **92,879**. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, **84,595**. For May, 1909, **82,681**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily. **176,397**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 the *Boston Globe* printed a total of 22,450 columns, or 6,800,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



BOSTON TRAVELER

Established 1835.

Average circulation for May, 1909, **104,133**.

Gain over May, 1908, **15,408**

Gain over April, 1909, **4,551**

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

A MARVELOUS MAY The Boston Sunday Post and The Boston Daily Post

MAY, 1909, AVERAGES
BOSTON SUNDAY POST..... 245,475
BOSTON DAILY POST..... 276,013
GAIN of 8,759 copies per Sunday over January,
1909, average.

GAIN of 26,271 copies per week-day over January,
1909, average.

DAY BY DAY

Circulation Statement of the Boston Daily Post and the
Boston Sunday Post Day by Day for Month of May, 1909.

| | SUNDAY | DAILY |
|---------------------------------|---------|-----------|
| May 1..... | 219,351 | 270,218 |
| May 2..... | | 271,602 |
| May 3..... | | 270,061 |
| May 4..... | | 273,213 |
| May 5..... | | 273,509 |
| May 6..... | | 272,444 |
| May 7..... | | 274,060 |
| May 8..... | | |
| May 9..... | 244,153 | 274,481 |
| May 10..... | | 272,060 |
| May 11..... | | 273,610 |
| May 12..... | | 274,072 |
| May 13..... | | 274,617 |
| May 14..... | | 275,700 |
| May 15..... | | |
| May 16..... | 244,458 | 276,056 |
| May 17..... | | 275,556 |
| May 18..... | | 276,335 |
| May 19..... | | 275,369 |
| May 20..... | | 276,724 |
| May 21..... | | 277,112 |
| May 22..... | | |
| May 23..... | 245,548 | 279,411 |
| May 24..... | | 278,163 |
| May 25..... | | 278,772 |
| May 26..... | | 277,842 |
| May 27..... | | 278,337 |
| May 28..... | | 279,466 |
| May 29..... | 249,860 | 283,264 |
| May 30..... | | 281,262 |
| May 31..... | | 282,376 |
| Total, DAILY POST, 26 days..... | | 1,176,849 |
| Total, SUNDAY POST, 5 days..... | | 1,227,376 |
| Daily Average..... | | 276,013 |
| Sunday Average..... | | 245,475 |

The Way to Grow is to Grow

Human Life, The Magazine About People.
Guarantees and proves over 200,000 copies monthly

Clinton, *Daily Item*, net average circulation
for 1908, 3,099.

Fall River, *Globe*. The clean home paper. Best
paper. Largest circ. Actual daily av. 1908, 7,473.

Lawrence, *Telegram*, evening, 1908 av. 8,949.
Best paper and largest circulation in its field.

Lynn, *Evening Item*. Daily sworn av. year
1907, 16,522; 1908, average, 16,396. Two cents.
Lynn's family paper. Circulation far exceeds
any Lynn paper in quantity or quality.

Salem, *Evening News*. Actual daily average
for 1908, 19,232.

Worcester, *Gazette*, eve. Aver. first 5 months,
1909, 16,875; Largest evening circulation.

Worcester, *L'Opinion Publique*, daily (©©).
Paid average for 1908, 3,898.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all
Michigan farmers. Ask any advertiser. 80,000.

Jackson, *Patriot*. Average May, 1909, daily
9,348, Sunday 10,305. Greatest net circulation

Saginaw, *Courier-Herald*, daily. Only Sunday
paper; aver. for 1908, 14,330. Exam. by A.A.A.

Saginaw, *Evening News*, daily. Average for
1908, 19,886; May, 1909, 20,764.

MINNESOTA

Duluth, *Evening Herald*. Daily average 1907
23,093. Largest by thousands.

Minneapolis, *Farm, Stock and Home*, semi-
monthly. Actual average 1905, 87,187; average
for '06, 100,266; for '07, 103,583; for '08, 98,128.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most probably.



Minneapolis, *Farmers' Tribune*, twice-a-week.
W. J. Murphy, publisher. Aver. for 1908, 28,370



Minneapolis, *Journal*, Daily
and Sunday (©©). In 1908 av-
erage daily circulation evening

only, 75,639. In 1908 average
Sunday circulation, 73,479.

Daily average circulation for
May, 1909, evening only,
71,332. Average Sunday circula-
tion for May, 1909, 72,797.

(Jan. 1, 1908, subscription rates
were raised from \$4.00 to \$6.00
per year cash in advance.) The
Journal's circulation is absolute-
ly guaranteed by the American
Newspaper Directory. It is
guaranteed to go into more
homes than any other paper
in its field.



Minneapolis, *Svenska Amerikanska Posten*.
Swan J. Turnblad, publisher, 1908, 53,341.

CIRCULATION **Minneapolis**, *Tribune*, W. J.

Murphy, publisher. Established
1867. Oldest Minneapolis daily.

The Sunday *Tribune* average per
issue for the year ending Decem-
ber, 1908, was 68,300. The daily

Tribune average per issue for
the year ending December, 1908,
was 90,117.



by Am. News-
paper Direc-
tory.

MISSISSIPPI

Biloxi, *Herald*, evening. Average circulation
for 1908, 1,095. Largest on Mississippi Coast.

MISSOURI

Joplin, *Globe*, daily. Average, 1908, 16,848.
E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1908,
38,320. Smith & Budd, Eastern Keps.

St. Louis, *National Druggist* (©©). Mo. Henry
R. Strong, Editor and Publisher. Average for
1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*,
Mo. Actual average for 1908, 104,703

NEBRASKA

Lincoln, *Deutsch-American Farmer* weekly.
142,590 for year ending Dec. 31, 1908

Lincoln, *Freis Press*, weekly. Average year
ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, Daily Courier. Actual average for year ending December 31, 1908, 8,870.

Jersey City, Evening Journal. Average for 1908, 24,078. Last three months 1908, 25,021.

Newark, Evening News. Largest circulation of any newspaper in New Jersey.

Trenton, Evening Times. Av. 1906, 18,287. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, Evening Journal. Daily average for 1908, 16,930. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 52,286.

Buffalo, Courier, morn. Av. 1907, Sunday, 91,447, daily, 81,604; *Enquirer*, evening, 34,570.

Buffalo, Evening News. Daily average for 1906, 94,473; 1907, 94,343; 1908, 94,033.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1908, 8,132.

Mount Vernon, Argus, eve. Daily av. cir. year ending April 30, 1909, 4,877. Only daily here.

Newburgh, Daily News, evening. Average circulation entire year, 1908, 6,329. Circulates throughout Hudson Valley. Examined and certified by A. A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 12 months ending May 31, 1909, 10,344.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©©).

Leslie's Weekly, 225 Fifth Ave., W. L. Miller, Adv. Mgr. 169,878 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,250 Dec., 1908 issue, 10,000.

The World. Actual aver. for 1907, Mor., 345,424. Evening, 406,172. Sunday, 463,336.

Poughkeepsie, Star, evening. Daily average for first five months 1909, 4,827; May, 5,342.

Rochester, Daily Abendpost. Largest German circulation in state outside of New York City.

Schenectady, Gazette, daily. A. N. Lietcy. Actual Average for 1908, 16,760.

Syracuse, Evening Herald, daily. Herald Co., pub. Ave. 1908, daily 34,067; Sunday, 40,951.

Troy, Record. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo. Average for 1908, 2,583.

Utica, Press, daily. Otto A. Meyer, publishes. Average for year ending Jan 1, 1909, 15,274.

OHIO

Ashtabula, American Sanomat Finnish. Actual average for 1907, 11,120.

Cleveland, Ohio Farmer. Leads all farm papers in paying advertisers. 100,000.

Cleveland, Plain Dealer. Est. 1831. Act. daily and Sunday average 1908, 78,291, May, 1909, 81,725 daily; Sunday, 102,892.

Columbus, Midland Druggist. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, Journal. 1907, actual average, 21,217.

Springfield, Farm and Fireside, over 1/2 century leading Nat. agricult'l paper. '08, 463,718.

Springfield, Poultry Success, monthly av., 1908, 32,833. 2d largest published. Pays advertisers.

Youngstown, Vindicator. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Muskogee, Times-Democrat. Average 1907, 6,659; for 1908, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, The Oklahoman. 1908 aver., 26,955, May, '09, 31,505. E. Katz, Agent, N. Y.

OREGON

Portland, Journal, has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1908, 30,207; Feb., for 1909, 31,780. Benjamin & Kentnor Company, Representatives, New York and Chicago.

Portland, The Oregonian, (©©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. May NET PAID circulation, daily, 38,382, Sunday average, 48,823.

PENNSYLVANIA

Chester, Times, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

Erie, Times, daily. Aver. for 1908, 16,487; May, 1909, 19,501. E. Katz, Special Agt., N. Y.

Harrisburg, Telegraph. Sworn average May, 1909, 16,142. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Wat d. Chicago.

Johnstown, Tribune. Average for March, 1909, 12,225. Only evening paper in Johnstown.

Philadelphia. *The Bulletin*, net paid average for May, 1909, 254,790 copies a day. "*The Bulletin* goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia, The Camera, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia, *Confectioners' Journal*, mo.
Average 1907, 5.514; 1908, 5.517 (©©).



Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (see p. 10). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be *the best agricultural paper*; was awarded the Gold Marks because advertisers value it more for *quality* than quantity.



Philadelphia. The *Press* (☉☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the *Press* for 1908, **95,349**; the Sunday *Press*, **133,064**.



Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734. They cover the field.




GUARANTEE West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1908, **16,844**. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1908.
18,471.

RHODE ISLAND

Pawtucket, Evening Times. Average circulation, 1908, 18,185—sworn.

 **Providence, Daily Journal.** Average for 1908, 20,210 (◎◎). Sunday, 25,861 (◎◎). **Evening Bulletin,** 45,373 average 1908.



Westerly, Daily Sun, George H. Utter, publisher. Largest cir. south of Providence.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,838.



Columbia, State. Actual average for 1908, daily (☉☉) 13,416
Sunday, (☉☉) 14,130.

Spartanburg, Herald. Actual daily average circulation for 1908, 2,992.

TENNESSEE

Knoxville, *Journal and Tribune*.
 Week day av. year ending Dec. 31, 1908,
 15,885. Week-day av. November and
 December, 1908, 16,909.



Memphis, Commercial Appeal, daily, Sunday, 1908, average : Daily, **43,786**; Sunday, **62,793**.
Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1906, 31,455; for 1907, 36,208; for 1908, 36,554.

TEXAS

El Paso, Herald, March aver. 10,002. Only
El Paso paper examined by A. A. A.

VERMONT

Barre, Times, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, Free Press. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,327 Only
Montpelier paper examined by the A. A. A.

Rutland, Herald. Average, 1908, 4.556. Only Rutland paper examined by A. A. A.

St. Albans. *Messenger*, daily. Average for 1908, 3.132. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; May, 1909, 3,819. Largest circulation. Only evening paper.

WASHINGTON

GUARANTEE Seattle, *The Seattle Times* (☐☐) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 83,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great *productive value* to the advertiser. In 1908-'09 *Times* beat its nearest competitor 6,997,466 lines.



Tacoma, Ledger. Average 1908, daily, 18,732.
Sunday, 25,729.

Tacoma, News. Average for year, 1908,
18,768.

WEST VIRGINIA

Fairmont, West Virginian. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

WISCONSIN

Janesville, Gazette. Daily average, May, 1909, daily, **4,736**; semi-weekly, **1,789**.

Madison, State Journal, daily. Actual average for 1908, **5,090**.

Milwaukee, Evening Wisconsin, daily. Average 1908, **26,952** (20). Carries largest amount of advertising of any paper in Milwaukee.



Milwaukee, The Journal, ev., ind daily. Daily average for 12 mos., **87,071**; for April, 1909, **89,552**; daily gain over April, 1908, **2,396**. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

Oshkosh, Northwestern, daily. Average for April, 1908, **9,346**. Examined by A. A. A.

Racine, Journal, daily. Av. for 12 months ending May 1, 1909, **4,442**; April, **4,660**.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1908, **83,427**. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne, Tribune. Actual net average six months, 1908, daily, **4,377**; semi-weekly, **4,420**.

BRITISH COLUMBIA

Vancouver, Province, daily. Av. for 1908, **15,922**; May, 1908, **15,391**; May, 1909, **18,131**; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1908, daily, **37,098**; daily May, 1909, **41,014**; weekly 1908, **27,425**; May 1909, **27,429**.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1908, **17,645**. Rates 56c. in.

Winnipeg, Telegram, dy. av. for 9 mos. to April, '09, **26,445**. Weekly, same period, **29,510**.

NEW BRUNSWICK, CAN.

Moncton, Daily Times. Aver. 1908, **2,445**. Now over 3,000. Largest between St. John, N. H., and Halifax, N. S.

QUEBEC, CAN.

Montreal, La Presse. Actual average, 1908, daily **99,239**, weekly **46,936**.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs **Evening Telegraph**. 1c. a word.

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington. D. C. (20), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

THE Daily News is Chicago's Want Ad Directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word. Only Sunday Paper in Indianapolis.

MAINE

THE Evening Express carries more Want Ads than all other Portland dailies combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in May, 1909, amounted to 229,376 lines; the number of individual ads published were 31,219. Eight cents per aggregate line if charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE *Minneapolis Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. paper Daily or Sunday.



MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(GOLD MARK) Gold Mark Papers (GOLD MARK)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks (GOLD MARK).

ALABAMA

The Mobile *Register* (GOLD MARK). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 38,762 (GOLD MARK).

GEORGIA

Atlanta *Constitution* (GOLD MARK). Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper (GOLD MARK), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

Grain Dealers' Journal (GOLD MARK), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago (GOLD MARK). Actual average circulation for 1908, 15,886.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1890. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting 'The Evening Post.'—Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than the combined city sales of the other three morning newspapers; popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of *The Daily Press*, for 1908, 95,349; *The Sunday Press*, 133,984.

THE PITTSBURG
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 18,558, flat rate.

The *Globe*, Toronto (☉☉), was selected by Albert Frank & Co., as the only Canadian paper needed in their European resort campaign.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

ALBERT FRANK & CO., 25 Broad St., N.Y.
General Advertising Agents. Established
1872. Chicago, Boston, Philadelphia. Advertising
of all kinds placed in every part of the world.

THE BEERS ADVERTISING AGENCY

AGENCIA DE ANUNCIOS DE BEERS

Our Motto, "We Give Results"

BANK OF NOVA SCOTIA BUILDING

Phone 3195—Box 1078 HAVANA, CUBA

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest
advertising medium in the world.

THE Saturday Evening Post—greater results
at lower cost. The Curtis Pub. Co., Phila.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for
20 years the coal trades' leading
journal. Write for rates.

THE circulation of the New York World,
morning edition, exceeds that of any other
morning newspaper in America by more than
150,000 copies per day.

ADVERTISING NOVELTIES

GET our price on any advertising novelty or
premium. We have everything. Right
prices. Prompt service. Write **KLINE ADV.**
AGENCY, Ridgway, Pa (Branch at Buffalo).

AD WRITERS

YOU'LL SOON GET BUSIER if I correct ads
you write. **W. D. KEMPTON,** Glen
Building, Cincinnati, Ohio.

NEWSPAPER ADS., 6 inch single column or
less \$1; Form letters \$2 each; \$5 series of
3; 4 page Folder \$6; 8 page booklet, including
cover design, \$10. Send complete data.
FLEMING ADVERTISING SERVICE, 21
Richmond Street, Brooklyn, N. Y.

BUSINESS CHANCES

**Profitable investment openings
wanted;** capital in large or small blocks
for stocks, bonds or business
opportunities. Address in first instance
"ATTORNEY," Box 648, Bridgeport, Conn.

A ST. LOUIS publishing house, issuing books
and monthly papers, having maintained it-
self over 10 years with small capital, desires to
enlarge a profitable concern and to increase
organization, machinery, facilities and income;
a first-class man with business experience in
this line, with capital to invest, may find it to
be a grand opportunity for himself and his
means; there are no obligations to clear away;
the real estate, printing plant, machinery, copy-
rights, etc., are all free and clear of incum-
brance, and it is only a matter of taking a
strong step forward under most favorable con-
ditions. This affords an opportunity for a first-
class advertising man to obtain control of two
publications that can be circulated without
limit. Address "ST. LOUIS," care of Printers
Ink.

COIN CARRIERS

GET THE CASH

"THE LEONARD"
PAT. NO. 261,896
with the subscription order.
Also used with Want ad
dept 1,000 any Printing,
\$3.25; 5,000 any Printing,
\$10.00. Samples free. **DETROIT COIN WRAPPER**
CO., 4 John R. Street, Detroit, Mich.

ENGRAVING

HALFTONES for the newspaper or the bet-
ter class of printed matter. **THE STAND-
ARD ENG. CO.,** 560 7th Ave., New York.

KITAB ENGRAVING CO. (Inc.), 401 Latay-
ette St., New York, makers of half-tone,
color, line plates. Prompt and careful service.
Illustrating. **TELEPHONE: 1664 SPRING.**

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service
and save you expressage. Largest electrotyp-
ing plant in the world—capacity 90,000 column
inches a day. Write for prices and sample of
patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertis-
ers' Block, Cincinnati, O.

FOR SALE

FOR SALE, OR WILL SELL ON INTEREST—Do you desire to purchase whole or part interest in a daily newspaper in a city of 80,000 in New York State? A rare opportunity. Address "OPPORTUNITY," 903 Tribune Building, New York City.

Name of Every Voter in Georgia

We have the name and address of every registered voter in 130 counties in Georgia printed and listed by counties—up to date. Will sell entire list or any number of counties.

Massengale Advertising Agency
ATLANTA, GA.

HELP WANTED

WANTED a bright hustling newspaper man, business experience, some money, to start a paper in a town of 20,000 people which needs a good daily. Address Post Office BOX 858, Rome, Georgia.

FREE REGISTRATION is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (45¢0 minion), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

I HAVE a position for a job compositor; one that has some knowledge and executive ability that could be applied to good advantage in a small office situated in a healthy city. To the right man who can fill the bill I have a good steady position. "S. C. M." care Printers' Ink.

WANTED—A well-educated, well-mannered, energetic Western young business man who is familiar with country newspaper work in all its branches, both as a practical printer and a writer, is wanted for an important position at a good salary in a first-class trade paper office in Kansas City. Address Box 60, Station A, Kansas City, Mo.

YOUNG man as assistant to Advertising Manager in a growing manufacturing business in a thriving city in the middle West. One with ambition to fit himself for the post of Advertising Manager after he demonstrates his fitness and learns the business. Give references, experience and salary desired. Address, "M. R. Printers' Ink."

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. E. S. & A. E. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

Publishers Young man with ability to sell space wants position in New York City on advertising staff of good publication. Three years experience. Excellent references. "W. H.," care of Printers' Ink.

EXPERIENCED Stenographer, graduate of Powell's Advertising System—capable of writing "copy that pulls," desires to locate with some progressive concern, which requires convincing advertising to stimulate its business. Address, "H. G.," Printers' Ink.

LOYAL cuss who'll push harder than the "Old Man" himself, would handle publicity for agency or dealer. No soliciting. Perfectly qualified, no booze, 29. Now circulation and advertising manager of daily. Write me, "T. L.," care of Printers' Ink.

Publishers of Farm High Grade Trade or other class publications

wishing to secure advertising in territory east of Pittsburgh, please address "SOLICITOR," care of Printers' Ink.

ADVERTISING MAN wants a position with a Farm Paper or an Advertising Agency needing a man who KNOWS the Agricultural Field. Experienced inside man and solicitor. My past record proves that I can "hold down" a responsible position. Credentials and references sent on request. Address, "AGRICULTURAL," care of Printers' Ink.

Wanted—Position as Manager of Publicity

I have charge of one of the largest and best equipped publicity departments extant, for a manufacturing corporation. Have 125 people, including writers, photographers, artists, engravers, printers and distributors, and produce 250 publications per year, from inception to circulation, both technical and popular, besides the best salesman's aids ever compiled. The cost is at least a third less than that of competitors. This is the second department of the kind I have built from the ground up and made of value. I want a place that has big opportunities in a concern that desires its share of the good times coming. The name of my employers is alone a guaranty of my ability. Salary moderate for service rendered. Further particulars in a personal interview. Address "C. H. L.," care Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU. 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

POST CARD PLATES

Post Cards in Colors From One Plate

Results obtained from our NuProcess One-Plate Method almost equal lithography. Expensive three and four color plates unnecessary—any halftone plate suitable. By our NuProcess Method any printer anywhere can turn out highly colored post cards with ease and no extra expense. Exclusive right to NuProcess, which can be worked during the summer when post cards sell best and ordinary job work falls off. One printer produced over quarter million NuProcess cards last year at big profit. INVESTIGATE THIS—send dime (coin) for samples and particulars. SMALL & GERMANN, Gibbons Arcade, Dayton, Ohio.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. THE BOUTON PRESS, drawer 98, Cuba, N. Y.

GENERAL PRINTING, catalogue and booklet work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 419 Lafayette St., New York

PUBLISHING BUSINESS OPPORTUNITY

An Opening

for an experienced executive in the PUBLISHING BUSINESS. He should be a man capable of conducting a large business already established. Business not making large money owing to certain obvious leaks which present owner is not in position to mend. The proper person for this position should have not less than \$25,000 cash as down payment on controlling interest of this large business. In the right hands this business should yield not less than \$30,000 net profit annually. "CONFIDENTIAL," care PRINTERS' INK.

A Special Publishing Business

more than fifty years old needs new blood and larger working capital.

The firm is known all over the English-speaking world and commands a very large good-will.

It publishes a large line of special books on very interesting subjects and an interesting monthly special journal.

The right young man with gumption and \$20,000 cash can buy controlling interest.

No attention will be paid to parties not giving business experience and financial qualifications in first letter.

Address "OLD PUBLISHING HOUSE," care PRINTERS' INK.

TRADE-MARKS

TRADE-MARKS registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. BEELER & ROBB, Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

The Man Looking for the Position

The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

Printed Things

H. J. Ormsbee Engraving Company, of Syracuse, New York, recently issued what is said to be the most expensive piece of advertising matter ever turned out by an engraver.

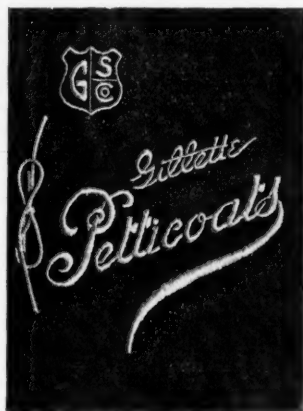
It is in the form of a portfolio, in which are inserted samples of all kinds of engraving work including machinery, portraits, landscapes, interior views, furniture and other manufactured articles, booklet cover designs, etc.

It is an excellent thing for reference, showing comparative results obtained, and what can be done by engraving processes. An edition de luxe to the portfolio was also prepared, bound in

the details being brought out well and the vignettes skilfully handled. Typographically the booklet is all that could be desired. It is set in Cheltenham expanded, and is arranged simply but attractively. We are informed that this booklet has made a very good impression, and it would seem that it ought to produce profitable results.

A concern that issues very attractive printed matter is the McCray Refrigerator Company, Kendallville, Indiana.

Among a bunch of literature recently received from them is a booklet entitled "American Homes Provided with Mc-



TWO ATTRACTIVE COVERS.

imported marble paper, with each copy number, and the name of the recipient inscribed on the inside cover.

The inside stock consists of imported French hand-made paper.

One of the booklet cover designs is shown herewith. It is a reproduction of silk with embroidered lettering, and is a fine example of this class of work.

The "Turbo Humidifier" is the title of a booklet published by The G. M. Parks Company of Fitchburg, Mass.

The worst things about this booklet are its cover designs and title page, which are intended to be decorative, but really mean nothing whatever, and have no connection with the subject. Otherwise the booklet is very attractive.

The type matter is printed on good egg-shell stock, while the half tones are on India tint coated.

All the reproductions are very good,

Cray Refrigerator," which is considerably better than the ordinary.

The cover design in colors is a summer decorative view of the entrance to an attractive home. The inside is also noteworthy for its arrangement and for the fine quality of the half tones and the press work.

The purpose of the booklet is to suggest various convenient arrangements for the refrigerator to those interested in building and equipping homes in the most improved manner. To carry out this idea, each page is devoted to the picture of a residence, another picture of the refrigerator used in this particular house, and a floor plan showing the position in which the refrigerator was installed. It is a very practical idea, and undoubtedly serves its purpose well.

PRINTERS' INK produces herewith a page from this booklet, which shows the general scheme.

Other booklets issued by this concern are: "McCray Refrigerators for Grocers," "McCray Refrigerator Display Cases," "McCray Refrigerator for Hotels, Clubs, etc.," and a small brochure entitled "Credentials," which gives

AMERICAN UNITED FRIGIDIZER WITH McCRAY REFRIGERATOR



Residence of Mr. E. S. Kiser, Toledo, Ohio.
From a booklet of the McCray Refrigerator Company.

There is no limit to the part of the house to which the refrigerator can be placed, and it can be placed in the kitchen, in the dining room, or in the parlor.

To have the refrigerator in the kitchen, it is not simply necessary to have a built-in cabinet, for with our large refrigerator units it is not difficult to select one which, with the most beautiful design, will blend with the rest of the kitchen.



With no refrigerator, no other built-in cabinet.

If you desire to have a refrigerator built into the house, let us select plans. It is difficult to properly plan a refrigerator to be the space which you have set aside for this purpose, it will select the plans and cabinet, give you a detailed description of the refrigerator.



GOLD ROOM

McCRAY REFRIGERATOR COMPANY, KENNAHVILLE, OHIO

a list of places where these refrigerators are used. In each case much care has been exercised to have the half-tones, typography and presswork as good as they can be made, the result being a line of advertising literature which is a model of its kind.

The Santa Fe Railroad issues a booklet called "Fred Harvey Meals," devoted entirely to a description of the meal service of the road, which is under the management of Fred Harvey. The idea of the booklet is good, but the execution is not all it might be. It is not very attractively arranged, and while the half-tones are being printed in a reddish-brown, they do not add particularly to the *tout ensemble*.

Furthermore, the type is too large and heavy to suggest the daintiness that naturally goes with eating.

One of the features of the booklet is a poem entitled "The Harvey Girl," by S. E. Kiser, which is a good advertisement in itself. The refrain goes—

"O, that pretty Harvey girl was good to see,
Her presence and her manner made me glad;
As she heaped things on my plate
I kept busy thanking fate
For her deftness and the appetite I had."

The Guardian Savings & Trust Company, Cleveland, Ohio, has issued a brochure which presents an out of the ordinary appearance, being bound in onion skin paper with interlaced spider webs stamped thereon.

On the outside is pasted a picture of a woman looking out of a window, handsomely done in colors with the title, "Her Guardian," printed in gold. This booklet is really a sort of a novelette with marginal illustrations, and while it may secure a reading, it is doubtful if the reader will become sufficiently impressed to become a patron of the Guardian Savings & Trust Company.

The story form of advertising is a very delicate proposition, and unless it is handled with expert skill, it is not likely to accomplish the purpose for which it is intended.

Among the railroad literature which has recently come to PRINTERS' INK's attention, one of the best attractive pieces, is entitled "Quaint Cape Cod" and was prepared by the Advertising Department of the New York & New Haven and Hartford Railroad. It contains a profusion of interesting half tone views, backed by decorative pen and ink drawings in two colors.

Grove B. Brewer, of Rochester, New York, has sent PRINTERS' INK several samples of his recent work, mostly in the form of mailing cards.

Mr. Brewer evidently has a very good idea of type and type arrangements, and all his specimens are as a result good to look upon from a typo-

Under No Other Conditions could so high a quality be produced for so low a price

- ¶ A plant built especially for the making of Ice Cream,
- ¶ With two complete cold air vaults.
- ¶ With German silver lined freezers.
- ¶ With expert chefs.
- ¶ With its own suburban creamery for the pasteurizing of cream.
- ¶ All of these items are distinctive attributes of

"Rochester" Ice Cream

Made by Rochester Ice Cream Co.
311 and White Streets, Rochester, N. Y.
Call and Rochester Phone 694

graphical standpoint. One of the cards is reproduced on this page. It was printed in green on a mottled stock, and in its original form is very certain to attract attention.

Business Going Out

The Chicago & Alton Railroad, through Lord & Thomas, of Chicago, has contracted for 10 inches sixteen times in a leading Texas daily.

E. V. Neal Enterprises have contracted with a large Southern newspaper for 1,000 inches, to be used during the coming year. The business was placed by Lord & Thomas, of New York.

The Potter Drug & Chemical Company, of Boston, have placed through the Morse International Agency, of New York, an annual contract for 1,000 inches with a large daily newspaper in the West.

A contract for 400 inches, to be used within a year, has been placed by the Chicago, Milwaukee & St. Paul Railroad with a large Southwestern daily. The business was handled by Lord & Thomas, of Chicago.

Attractive copy advertising the Lake St. Joseph Hotel, on the Canadian Northern Railroad, is being sent out by the J. Walter Thompson Company, of New York City, to leading newspapers in large Eastern cities. Period of publication is to be one month.

Large New York City newspapers are receiving from the Frank Presbrey Company copy for a series of announcements advertising the Erie Railroad's special over-the-Fourth excursions to Niagara Falls.

Large copy, averaging 500 lines daily, is being placed by Herbert M. Morris, of Philadelphia, for the American Telephone and Telegraph Company on a stock proposition in the Philadelphia dailies and a selected Pennsylvania and a Southern list.

The American Thermos Bottle Company's advertising campaign in newspapers and magazines is being placed by the Ben Leven-Nichols Advertising Company, of Chicago and New York.

Half pages in Sunday newspapers are being used to promote the sale of Texas land for Boggy & Harlan by the Ben Leven-Nichols Advertising Company, of Chicago and New York.

Ben Levin-Nichols Advertising Company, of Chicago and New York, is preparing an extensive newspaper campaign in behalf of Samuel M. Adams & Co. for the sale of their Southwest lands. Display and classified advertising will be used in practically every State in the Union.

Sherman & Bryan, Inc., of New York, are placing large space orders in the leading monthly magazines and weeklies for Alfred Benjamin & Co.,

makers of "Benjamin Clothes." Several magazines have been added to the list for this season. The use of colors will be a noticeable feature throughout the campaign.

Women's magazines and fashion quarterlies are receiving contracts for advertising the Black Horn Leather Company's new trade-marked chamois, put up in package form. Page space will be used in the standard-size magazines and columns in the leading women's publications. The advertising, which is being placed by the Blackman Company of New York, will start in the magazines in September. A number of trade papers will be used during the summer.

The Blackman Company, of New York, is placing 20,000-line contracts exclusively in Canadian newspapers for the Montreal Trust Company. This agency also handles the advertising of the Dominion Securities Corporation of Montreal, which also runs in Canadian papers only.

Bankers and Merchants Agency Company, of New York, is sending out orders for the South Carolina Medical College to papers.

The Hulley Advertising Agency, Commonwealth Bldg., Pittsburg, is sending out contracts for quarter-page magazine space for the Merritt Manufacturing Company.

BOSTON ITEMS.

H. E. Ayres & Co. are sending out orders to a few New England papers on the advertising of "Yoyo," a new summer drink. The first series of ads. occupy half page space. This is followed by smaller copy making a total of 500 to 1,000 inches.

E. D. Kollock, 6 Beacon St., is making contracts with daily and weekly newspapers in New England for the advertising of the Cumberland Hotel, Broadway and 54th St., New York City. The space used averages four inches and runs for one year. The payment for this service will be taken out in exchange at the hotel.

The advertising of the Brockton Rubber Heel Company, Brockton, Mass., is being handled by Clinton Jordan of the F. P. Shumway Company. At present this advertising is going into newspapers.

The Boston News Bureau is sending out large copy to daily newspapers for the advertising of Blanchard & Co., bankers. This agency is also handling the advertising of many of the Boston financial houses.

Wood, Putnam & Wood are sending out copy on the annual statement of the Massachusetts Accident Company to occupy the space of 4 inches three insertions to a large list of papers. This agency is also making up a list of general publications for next year's advertising on the Russia Cement Company, Gloucester, Mass., manufacturers of Le Page's Glue. Orders are also going out for the Rexall Hair Tonic magazine advertising.

All of the advertising of the Rubdry Towel Company, Providence, R. I., is being placed by the Boston office of the J. Walter Thompson Company. A large part of the appropriation is going to women's publications, and the advertising has proven so successful that undoubtedly next year more mediums will be taken on.

The H. B. Humphrey Company is handling the appropriation of the Massachusetts Breweries Company. Daily newspapers are used to exploit Pfaff's Lager and Alley's Ale. New copy is going out from this agency for the Pippins Cigar business.

A few general publications are receiving contracts for the advertising of the Bank Clock Company. The business is placed by the Lovett-Chandler Company, 6 Beacon St.

The Steinert Hall Preparatory School is sending out orders to the higher grade magazines. Summer issues are being used and publications having a school department are favored.

The Language Correspondence Schools, 162 Boylston St., are sending out orders to New England papers. Small space is being used in Maine, New Hampshire and Vermont papers.

The advertising of the Wadsworth-Howland Company has been remarkably successful to date. Replies have been received from prominent railroad officials, and even from the lieutenant-governor of one of the western states. They will continue in the magazines. The account is handled by the Walton Advertising & Printing Company.

Chas. Piepenbrink, 84 State St., is advertising a new investment proposition, the Silver Rock Cobalt Mines Company, Ltd. New England papers are being used and good-sized space is taken.

The School of Expression, Pierce Bldg., is sending out orders direct.

ST. LOUIS-KANSAS CITY NOTES.

H. W. Kastor & Sons' St. Louis office is sending out renewal orders to a large list of daily newspapers for the Marine Medicine Company, same city; 50 line display copy is being used.

The Western States Portland Cement Company, Kansas City, Mo., will shortly begin a publicity campaign in agricultural papers to create a demand for their products. Copy is now being pre-

pared by Ivan de Mitzkiewicz, who is in charge of the advertising. The business will be placed by H. W. Kastor & Sons' Kansas City office.

T. M. Sayman, St. Louis, is sending out orders for 14 line display advertising for agents through the Classified Ad. Company, same city. Daily newspapers, weeklies of dailies and mail-order papers are being used.

The Horn-Baker Advg. Company, Kansas City, has sent out renewal orders to farm papers in the West for the Ash Grove Lime & Portland Cement Company, same city.

The St. Louis Branch of the Times Square Automobile Company is using the Sunday editions of daily newspapers in the South and Southwest which have an automobile section; 50 and 100 line display copy is being used. Orders are going out through the Classified Ad. Company, St. Louis.

The Maxwell-McClure-Fitts Dry Goods Company, Kansas City, Mo., is conducting a publicity campaign in daily newspapers in the West and South advertising "Our Kids' Stockings. H. W. Kastor & Sons' Kansas City office is sending out copy and orders for 65 lines display to run till forbid.

The Business Builder's Corporation, St. Louis, is sending out orders through the Classified Ad. Company, same city, for 12 lines to run in classified columns of 125 large Sunday newspapers.

Daily papers in the Middle and Southwest will shortly receive through the Horn-Baker Advg. Company, Kansas City, orders for the advertising of the Kansas City Veterinary College.

H. W. Kastor & Sons' St. Louis office is sending out orders to daily newspapers in Iowa for the Schramm Automatic Sealer Company, same city; 350 lines display copy is being used.

The Horn-Baker Advertising Company, Kansas City, is conducting a campaign in daily newspapers, mail-order and farm papers for the Pan-American Land Company, same city. Copy and orders for 100 lines display are being sent out.

The Common Sense Sales Company, St. Louis, is sending out orders through the Classified Advertising Company, same city; 42-line display is being used in the *Woman's National Daily*; 28 lines in weeklies and smaller copy in the literary magazines of the big Sunday newspapers.

W. R. Madison & Co., book publishers of Kansas City, Mo., will shortly begin a campaign in a list of mail-order publications; 190 lines display will be used. The business will be placed by the Horn-Baker Advertising Company, same city.

The Dyke Correspondence School of Motoring, St. Louis, is sending out orders through the Classified Advertising

Company to weeklies. Small display space is being used.

The Cimax Novelty Company, St. Louis, is using a list of 150 Sunday newspapers published in cities over 25,000 population, advertising for agents.

The Business Service Company, St. Louis, successors to the Hapgood's St. Louis office, is sending out classified copy to a list of Southern newspapers through the Classified Advertising Company.

The National Biscuit Company is inaugurating an extensive outdoor campaign in St. Louis for "Uneeda" Biscuit, doubling the appropriation of last year in this territory. Boards and painted wall displays of the Thomas Cusack Company are being used.

The Thomas Cusack Company, St. Louis, has begun a big outdoor campaign for "Henry George" cigars in St. Louis and towns in Missouri and Arkansas over 3,000 population.

NOT PLACING DIRECT.

A. CHESTER THEGEN ADVERTISING AGENCY.

PHILADELPHIA, June 18, 1909.

Editor of PRINTERS' INK:

In the June 10th issue on page 59 under Boston items the statement is made that Belle Meade Farm, Bedford, Mass., is placing small copy direct with class publications. We wish to correct you in this matter, as the entire appropriation of this advertiser is placed exclusively by us.

A. CHESTER THEGEN.

FEARS "GREEDY SALESMEN" WILL GET HIS PRINTERS' INK.

THE LAKESIDE PRESS.

R. R. DONNELLEY & SONS COMPANY, CHICAGO, June 4, 1909.

Editor of PRINTERS' INK:

Last week we mailed you our subscription for PRINTERS' INK, and we wish to request that you begin with the issue which was published on Wednesday, May 26th.

Please see that the writer's name appears on the envelopes, as this will be the only possible means of its slipping through the guard of our greedy salesmen.

R. R. DONNELLEY & SONS COMPANY, Per W. J. ROTH, Advertising Manager.

A Souvenir Edition of the *Baptist World*, Louisville, Ky., was issued in connection with the recent meeting of the Southern Baptist Convention in that city. This is said to be the first instance on record of a religious paper publishing 100 pages in one issue. Twenty-five thousand copies of the edition were printed.

We're a contented lot down

here in Washington, Pa. With our 10 big Coal, Steel and Coke Companies; our big Trolley System; 3 R. R. Systems. We live well and spend a lot of money.

The Washington Record

has an actual bona fide circulation of 6,100, and growing rapidly. Our advertising rate is lower for a quality circulation than any paper in this part of the state. Write for sample copy, particulars, data, etc.

We want to buy A Magazine

either weekly or monthly that has been established long enough to have become well known. It need not be a leader in its field but it must have merit and standing and be carrying enough business to look as though it had an excuse for being published. To a publisher of such a magazine we will make an attractive offer. "MAGAZINE," care of PRINTERS' INK.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office

1536 BROADWAY, NEW YORK CITY

"A Daily Newspaper for The Home"

The Christian Science

Monitor

OF BOSTON, MASS.

Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

Advertising rates furnished on application.

FOR SALE
NEWSPAPER
 27 Years Old

Daily and Weekly Editions
 In Southern City of 25,000 population and growing rapidly.
 Property worth \$15,000, in addition to subscription list and good will.

EQUIPMENT INCLUDES:

Hoe Press, 8-page, Linotype Machine, Full Line of Type, Stones, Etc. Six-part Stereotyping Outfit and Every Necessary Piece of Equipment

Purchaser gets about \$2,000 in collectible accounts and good line of advertising contracts.

Business conditions are improving and now is the time to get hold of this proposition.

For full information, address

Massengale Advertising Agency
 Atlanta, Ga.

Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast
 "THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

Write for contract rates

W. BARRAN LEWIS
 PUBLISHER

Corpus Christi Texas

MANY persons who do not know the

NEW YORK CLIPPER

have an idea that because it caters EXCLUSIVELY to the Theatrical Profession it is not a clean publication.

The CLIPPER prints no objectionable advertising.

Drop a postal for a sample copy to

The Frank Queen Publishing Co., Ltd.
 NEW YORK

ALBERT J. BORIE, General Manager.

THE GREATEST SINGLE FORCE IN THE U. S. FOR IMPROVING AGRICULTURAL CONDITIONS

No agricultural list complete without this paper. Samples and full information on request

Published Twice a Month
 70,000—Rate 35c a Line

UP-TO-DATE FARMING
 12th Year INDIANAPOLIS

Meet Publishers and Advertisers in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

One Publisher Got a \$10,000 Contract as the Direct Result of a \$20 Ad in Printers' Ink.

(We will gladly give you his name on request.)

This publisher had a clean straight story to tell, and as he believed in advertising, told it through Printers' Ink. The advertiser, being perfectly serious in his desire to buy the best advertising, read the ad in Printers' Ink. So, of course, the publisher got the advertiser's business.

Advertising in Printers' Ink can not fail to bring definite, positive results, because EVERY general advertiser of importance, not only BUYS Printers' Ink, but READS it.

If you tell your story to advertisers NOW, when they are making up their lists, you will benefit this fall when the advertising starts.

Let us tell you of an idea that is worth money to you.

PRINTERS' INK PUBLISHING CO.

J. D. HAMPTON,
President

J. M. HOPKINS,
Manager

F. C. BLISS,
Adv. Manager

12 WEST 31st ST., NEW YORK

CHICAGO:
844 Tribune Bldg.
Wm. S. Grathwohl

BOSTON:
2 Beacon St.
Julius Mathews

ST. LOUIS:
Third Nat'l Bank Bldg.
A. D. McKinney

LONDON:
S. H. Benson, Ltd.
Kingsway Hall, W. C.

In volume of business The Weekly edition of

The Kansas City Journal.

LEADS THE WORLD

In the past three years, ending June 24th, 1909, The Journal has not only eclipsed every similar newspaper in the country but

Has Outstripped Its Nearest Contemporary 85,132 Lines

When a newspaper year after year carries more advertising than any other similar publication in the world it's a pretty good criterion of its Result pulling power.

Yes, "There's A Reason." 210,000 paid in advance subscribers among the prosperous farmers, stockmen and fruit growers of the Great Southwest—The Journal's Million Mile Market—the richest agricultural territory in the world today. 210,000 circulation at only 40 cents a line.

The Journal's Weekly and Daily combination.

280,000

*"Covers The Southwest Like a Blanket
Pulls like a Missouri Mule."*

48 CENTS A LINE

The Daily and Sunday Journal

is the only metropolitan Republican newspaper between St. Louis and Denver, and the only morning newspaper in Kansas City with a paid circulation.

So far this year it has gained 162,946 lines

over the corresponding period of the year before.

You can make big money cultivating the people in this prosperous territory. We'd be glad to send you 3 of our booklets: "The Kansas City Journal and Its Breakfast Table Territory," "This Country of Ours—The Great Southwest," and "A Million Mile Market." They're filled with interesting facts and figures, mostly about the Territory, yet there're a few "Reasons Why" it will pay you to use The Journal and possibly other mediums in this rich Territory. Address

W. G. BRYAN, Advertising Manager

The Kansas City Journal.

Eighth, McGee and Oak Streets, Kansas City, Mo.

Direct Foreign Representative:

HAND, KNOX & COMPANY

NEW YORK, Brunswick Bldg. CHICAGO, Boyce Bldg. ST. LOUIS, Victor Bldg

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